



# STIC Search Report

## EIC 2600

STIC Database Tracking Number: 1139233

TO: Scott Beliveau  
Location: PK2 6C41  
Art Unit : 2614  
Friday, February 13, 2004

Case Serial Number: 09/264432

From: Vamshi Kalakuntla  
Location: EIC 2600  
PK2-3C03  
Phone: 306-0254

Vamshi.kalakuntla@uspto.gov

### Search Notes

Dear Scott Beliveau;

Attached please find the results of your search request 09/264432.

I used the search strategy I emailed to you to edit.

I searched the standard Dialog files, IBM TDBs, IEEE, DTIC STINET, and the internet.

If you would like a re-focus please let me know.

Please feel free to contact me if you have questions or concerns. Thank you and have a great day.

*Please take a moment and fill out the attached feedback form. Thank you.*



# STIC Search Results Feedback Form

**EIC 2600**

Questions about the scope or the results of the search? Contact *the EIC searcher* or contact:

**Pamela Reynolds, EIC 2600 Team Leader**  
**306-0255, CPK2-3C03**

## Voluntary Results Feedback Form

➤ I am an examiner in Workgroup:  Example: 2612

➤ Relevant prior art found, search results used as follows:

- ☐ 102 rejection
- ☐ 103 rejection
- ☐ Cited as being of interest.
- ☐ Helped examiner better understand the invention.
- ☐ Helped examiner better understand the state of the art in their technology.

Types of relevant prior art found:

- ☐ Foreign Patent(s)
- ☐ Non-Patent Literature  
(journal articles, conference proceedings, new product announcements etc.)

➤ Relevant prior art not found:

- ☐ Results verified the lack of relevant prior art (helped determine patentability).
- ☐ Results were not useful in determining patentability or understanding the invention.

**Comments:**

**Drop off or send completed forms to STIC/EIC 2600 CPK2 3C03**



File 344:Chinese Patents Abs Aug 1985-2003/Nov  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)  
(c) 2004 JPO & JAPIO  
File 348:EUROPEAN PATENTS 1978-2004/Feb W01  
(c) 2004 European Patent Office  
File 349:PCT FULLTEXT 1979-2002/UB=20040212,UT=20040205  
(c) 2004 WIPO/Univentio  
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200410  
(c) 2004 Thomson Derwent

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Set	Items	Description
S1	102	AU=(GOLDMAN, P? OR GOLDMAN P?)
S2	9	AU=(KILLIANEY, M? OR KILLIANEY M?)
S3	33	AU=(ZIGMOND, D? OR ZIGMOND D?)
S4	66	CO=WEBTV
S5	79	(S1 OR S2 OR S3 OR S4) AND IC=(G06F-017/60 OR H04N-007/025 OR H04N-007/10 OR G06F-003/00 OR H04N-005/445 OR G06F-013/00 - OR H04N-007/173)
S6	11	S5 AND (LOCAL(3N)(NODE? ? OR WORKSTATION? ? OR WORK()STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ?) OR (TEMP OR TEMPORARY OR LOCAL)(3N)(HARDDRIVE? ? OR HARD()(DRIVE? ? OR DISK? ? OR DISC? ?...))
S7	11	IDPAT (sorted in duplicate/non-duplicate order)
S8	11	IDPAT (primary/non-duplicate records only)
S9	93	(S1 OR S2 OR S3 OR S4) AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET)())(TELEVISION? ? OR TV? ?))
S10	14091	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING)())(IN OR INTO) OR ENCLOS? OR REPLAC?) (5N)(AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? OR COMERCIAL?)
S11	1	S9(S)S10
S12	1649	(OVERLAP? OR OVERLAY? OR OVERWRIT?) (5N)(AD? ? OR ADVERTI? - OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? OR COMERCIAL?)
S13	0	S12(S)S9
S14	1	S12 AND S9
S15	1	S14 NOT S11
S16	3	S6(S)(AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMOTION? ? OR COMMERCIAL? OR COMERCIAL?)
S17	2	S16 NOT (S14 OR S15)
S18	2	IDPAT (sorted in duplicate/non-duplicate order)
S19	2	IDPAT (primary/non-duplicate records only)

11/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00535367 \*\*Image available\*\*

**TECHNIQUES FOR INTELLIGENT VIDEO AD INSERTION**

**TECHNIQUES D'INSERTION INTELLIGENTE D'ANNONCES PUBLICITAIRES VIDEO**

Patent Applicant/Assignee:

WEBTV NETWORKS INC,

Inventor(s):

ZIGMOND Daniel J,

GOLDMAN Phillip Y,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9966719 A1 19991223

Application: WO 99US13372 19990614 (PCT/WO US9913372)

Priority Application: US 9894851 19980615

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM  
AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM  
GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 12997

Fulltext Availability:

Detailed Description

**Detailed Description**

... the selected advertisement and the criteria used to select the advertisement are described in greater detail below.

Examples of the structure and functions of household advertisement insertion device 60 are also described in greater detail below. In one embodiment of the invention, the ad insertion device is embodied in a special purpose computer located at the household where the selected advertisements are displayed. In a particular embodiment of the invention, the special purpose computer embodying the ad insertion device 60 is a home entertainment system component known as a WebTV box available from WebTV

Networks, Inc. of Palo Alto, California. In particular, the WebTV box may be adapted to perform the functions described herein for selecting and displaying advertisements at the household level.

In other embodiments of the invention...the viewer based on current and past viewing habits.

Because one implementation utilizes a WebTV box, a mechanism to transmit viewer response information from the ad insertion device is provided, such as phone lines, cable modems, Internet or World Wide Web connections, etc. For example, viewer response statistics may be collected on a World Wide Web site, compiled, sent, or made available, all automatically, using existing technology or with little user intervention. In 5 implementations using ad insertion devices that are not embodied in a WebTV box, the data channel for sending viewer response statistics may also include phone lines, cable modems, or Internet or World Wide Web connections.

Figure 5 further illustrates the components and operation of an ad insertion device according to the invention. In particular, Figure 5

illustrates an embodiment of the invention wherein a plurality of advertisements are periodically delivered to the ad insertion device and are stored therein in preparation for selection and display of one or more of the advertisements. Ad insertion device 80 may advantageously be a WebTV box having been adapted to include the structure and perform the functions described herein.

Ad insertion device 80 includes means for storing household data, which ...monitoring the times of day that programming is watched, the amount of time spent viewing particular channels, preferred types of programming, etc. In some embodiments, ad insertion device 80 is included in a home entertainment system component such as a WebTV box that also has Internet and World Wide Web browsing capabilities.

Monitoring preferred Internet sites may provide useful

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15/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00741138 \*\*Image available\*\*  
SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL  
SYSTEM DISPLAY

SYSTEME ET PROCEDE D'INSERTION DE PUBLICITES DANS UN AFFICHEUR DOTE D'UN  
SYSTEME DE RECUPERATION D'INFORMATIONS

Patent Applicant/Assignee:

WEBTV NETWORKS INC, 1065 La Avenida Ave, Mountain View, CA 94025, US,  
US (Residence), US (Nationality)

Inventor(s):

GOLDMAN Phillip Y , 400 Fir Lane, Los Altos, CA 94024, US  
KILLIANEY Michael A , 1105 Shoal Drive, San Mateo, CA 94404, US  
ZIGMOND Daniel J , 5020 Tolt River Road, Carnation, WA 98014, US

Legal Representative:

NYDEGGER Rick D, Workman, Nydegger & Seeley, 1000 Eagle Gate Tower, 60  
East South Temple, Salt Lake City, UT 84111, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200054504 A1 20000914 (WO 0054504)  
Application: WO 2000US5326 20000301 (PCT/WO US0005326)  
Priority Application: US 99264432 19990308

Designated States: JP

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Filing Language: English

Fulltext Word Count: 9517

Patent Applicant/Assignee:

WEBTV NETWORKS INC...

Inventor(s):

GOLDMAN Phillip Y ...

...US

KILLIANEY Michael A ...

...US

ZIGMOND Daniel J ...

Fulltext Availability:

Detailed Description

Detailed Description

... perform certain steps of the present invention that will be more  
specifically disclosed hereinafter.

In one embodiment of the invention, client system 10 is a WebTV client  
box manufactured by. WebTV Networks, Inc. of Palo Alto, California. One  
reason that WebTV client boxes may be conveniently used with the  
invention is that they include television interface features that combine  
Internet browsing with television viewing.

For example, the display device that is typically used to graphically  
display Web resources retrieved by a WebTV system is a conventional  
television. Further-nore, WebTV client boxes may be adapted to monitor  
television viewing habits as further disclosed herein. Alternatively,  
client system 10 may be any of a variety of systems for providing access  
to the Internet or other information retrieval systems. When a WebTV  
client box is used as client system 10, the network architecture

illustrated in Figure I may further include a dedicated server 50, which is dedicated to providing information specifically to **WebTV** clients boxes.

The elements of client system 10 are not limited to those depicted in Figure 2.

For example, the invention may be used with...is adapted or otherwise capable of transmitting information included in user profile 54 as further described herein. For example, when client system 10 is a **WebTV** client box, Internet browser 56 is the Internet browser typically included in **WebTV** client boxes, with the browser being adapted to transmit user profile information. The Internet browser 54 included in client system 10 is one example of...

...user enters commands to client system using input device 58, thereby requesting an information document from remote server 16. When client system 10 is a **WebTV** client box, input device 58 may be a handheld remote control device or a wireless keyboard that allows the user to select and retrieve desired...remote server 116 to Internet service provider 160 may include a vacant field or another location to which the selected advertisement may be added. Second, **advertisement** insertion module 176 may **overwrite** an **advertisement** already included in the requested information document, thereby replacing the existing advertisement with the selected advertisement.

The requested information document, including the selected advertisement, is...

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First, the receiver stores an advertisement template in local memory (step 605). The receiver can obtain the resource from any number of information sources, such as from a server on the Internet, from a broadcast signal, or from a local memory device, such as a hard-disk drive or CD-ROM drive.

In one embodiment, the templates are Web pages (e.g., HTML or XML pages...the advertisement template (step 620), the receiver determines whether the resource identifier associated with the advertisement summary matches that of an advertisement template stored in local memory (decision 630). If not, the receiver disregards the advertisement summary (step 640) and continues monitoring the broadcast channel. In another embodiment, templates not found on the receiver can be retrieved from a remote server ...

#### Claim

... signal source configured to broadcast a video signal in a broadcast video channel;  
b. a receiver tuned to receive the video signal and including local memory, wherein the local memory includes an advertisement template;  
C. means for embedding an advertisement summary addressed to the advertisement template in the video signal.

15 The system of claim 14, wherein the receiver is configured to combine information provided in the advertisement summary with...

19/3,K/2 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00535367 \*\*Image available\*\*

**TECHNIQUES FOR INTELLIGENT VIDEO AD INSERTION**

**TECHNIQUES D'INSERTION INTELLIGENTE D'ANNONCES PUBLICITAIRES VIDEO**

Patent Applicant/Assignee:

WEBTV NETWORKS INC,

Inventor(s):

ZIGMOND Daniel J,  
GOLDMAN Phillip Y,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9966719 A1 19991223

Application: WO 99US13372 19990614 (PCT/WO US9913372)

Priority Application: US 9894851 19980615

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM  
AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM  
GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 12997

Fulltext Availability:

Detailed Description.

#### Detailed Description

... a limited number of advertisements. The advertisements are filtered by ad filter device 84 according to the ad selection criteria stored at storage location 83.



Advertisement repository 86 contains a cache of delivered advertisements that optionally have been prefiltered. Accordingly, advertisement repository 86 is but one example of means for storing a plurality of advertisements. 1Advertisement repository 86 may comprise any computer readable medium capable of storing digitally encoded video programming and later making the encoded programming available for display to...

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19/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00768024 \*\*Image available\*\*

**METHODS AND APPARATUS FOR BROADCASTING INTERACTIVE ADVERTISING USING REMOTE ADVERTISING TEMPLATES**

**TECHNIQUES ET APPAREIL DE DIFFUSION DE PUBLICITE INTERACTIVE UTILISANT DES MODELES PUBLICITAIRES A DISTANCE**

Patent Applicant/Assignee:

WEBTV NETWORKS INC, 1065 La Avenida Avenue, Mountain View, CA 94043, US,  
US (Residence), US (Nationality)

Inventor(s):

BLACKKETTER Dean J, 106 Saturn Street, San Francisco, CA 94114, US  
ZIGMOND Daniel J, 5020 Tolt River Road, Carnation, WA 98014, US  
BERNARDI Sandra R, 25299 La Loma Drive, Los Altos Hills, CA 94022, US  
PARK Timothy F, 319 Laurel Avenue, Menlo Park, CA 94025, US

Legal Representative:

NYDEGGER Rick D, Workman, Nydegger & Seeley, 1000 Eagle Gate Tower, 60  
East South Temple, Salt Lake City, UT 84111, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200101686 A1 20010104 (WO 0101686)

Application: WO 2000US17587 20000627 (PCT/WO US0017587)

Priority Application: US 99345223 19990630

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5400

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... 440 via an Internet connection, the VBI, or by any other conventional means. Once set-top box 440 has I 0 advertisement template 465 in local memory, broadcaster 405 can broadcast an advertisement summary directed to template 465. Receiver 417 can then combine the information in the advertisement summary with that of template 465 to create and display a custom advertisement (e.g., custom advertisement 460). Advertisement template 465 is relatively simple: other, more complex, 1 5 templates can easily be imagined. Such templates can be sufficiently complex that the...date that the template was last used. Templates that have not been used for a specified time can then be deleted to save space in local memory.

**ADVERTISEMENT SUMMARIES**

Advertisement summaries are trigger messages, or "triggers," broadcast to receivers of broadcast video. Such triggers generally instruct receivers to take a specific action...a method performed by a receiver configured, in accordance with the invention to respond to advertisement summaries.

File 2:INSPEC 1969-2004/Feb W1  
(c) 2004 Institution of Electrical Engineers  
File 6:NTIS 1964-2004/Feb W2  
(c) 2004 NTIS, Intl Cpyrght All Rights Res  
File 8:Ei Compendex(R) 1970-2004/Feb W1  
(c) 2004 Elsevier Eng. Info. Inc.  
File 34:SciSearch(R) Cited Ref Sci 1990-2004/Feb W2  
(c) 2004 Inst for Sci Info  
File 35:Dissertation Abs Online 1861-2004/Jan  
(c) 2004 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2004/Feb W2  
(c) 2004 BLDSC all rts. reserv.  
File 94:JICST-EPlus 1985-2004/Feb W1  
(c)2004 Japan Science and Tech Corp(JST)  
File 95:TEME-Technology & Management 1989-2004/Jan W4  
(c) 2004 FIZ TECHNIK  
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Jan  
(c) 2004 The HW Wilson Co.  
File 144:Pascal 1973-2004/Feb W1  
(c) 2004 INIST/CNRS  
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep  
(c) 2003 EBSCO Pub.  
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
(c) 1998 Inst for Sci Info  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group  
File 603:Newspaper Abstracts 1984-1988  
(c)2001 ProQuest Info&Learning  
File 483:Newspaper Abs Daily 1986-2004/Feb 12  
(c) 2004 ProQuest Info&Learning

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Set	Items	Description
S1	6711	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING) () (IN OR INTO) OR ENCLOS? OR REPL-AC?) (3N) (AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ? OR PROMO-TION? ? OR COMMERCIAL? OR COMERCIAL?)
S2	2338	(PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFORE-HAND OR ANTECEDENT OR PREVIOUS) (5W) DISPLAY?
S3	506382	(PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT? ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?) (5N) (USER? ? OR SUB-SCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S4	0	S1 AND S2 AND S3
S5	0	S1 AND S2
S6	54	S1 AND S3
S7	0	S6 AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET) () (TELEVISION? ? OR TV? ?))
S8	0	S6 AND (LOCAL(3N) (NODE? ? OR WORKSTATION? ? OR WORK() STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ?) OR (TEMP OR TEMPORARY OR LOCAL) (3N) (-HARDDRIVE? ? OR HARD() (DRIVE? ? OR DISK? ? OR DISC? ?...))
S9	52	S1 AND (LOCAL(3N) (NODE? ? OR WORKSTATION? ? OR WORK() STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ?) OR (TEMP OR TEMPORARY OR LOCAL) (3N) (-HARDDRIVE? ? OR HARD() (DRIVE? ? OR DISK? ? OR DISC? ?...))
S10	0	S1(10N) ((PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFOREHAND OR ANTECEDENT OR PREVIOUS) (5W) DISPLAY?)
S11	13	S6 AND (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NE-TWORK? OR NET OR WEB OR WWW OR INTERNET)
S12	13	RD S11 (unique items)
S13	8	S12 NOT PY>1999

S14           3    S13 NOT (SWINE()BREEDING()STRUCTURE OR RAT()HYPOGLOSSAL OR  
                   AIR()FORCE OR LISP(3N)ADA)  
 S15       1568   (OVER() (LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR  
                   WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRIT? OR IN-  
                   LAY OR COVERS) (3N) (AD? ? OR ADVERTI? OR COUPON? ? OR BANNER? ?  
                   OR PROMOTION? ? OR COMMERCIAL? OR COMERCIAL?)  
 S16           0    S15 AND S2  
 S17       10    S15 AND S3  
 S18           9    RD S17 (unique items)  
 S19           7    S18 NOT PY>1999  
 S20           0    S19 AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTIV? ?  
                   OR (WEB OR PC OR CYBER OR INTERNET) () (TELEVISION? ? OR TV? ?-  
                   ))  
 S21       35    RD S9 (unique items)  
 S22       31    S21 NOT PY>1999  
 S23           8    S22 AND (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR N-  
                   ETWORK? OR NET OR WEB OR WWW OR INTERNET)  
 S24           0    S22 AND (WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTIV? ?  
                   OR (WEB. OR PC OR CYBER OR INTERNET) () (TELEVISION? ? OR TV? ?-  
                   ))  
 S25           8    RD S23 (unique items)  
 S26           2    S25 AND (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR  
                   PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)  
 S27       620    AU=(GOLDMAN, P? OR GOLDMAN P?)  
 S28           0    AU=(KILLIANEY, M? OR KILLIANEY M?)  
 S29       16    AU=(ZIGMOND, D? OR ZIGMOND D?)  
 S30       13    CO=WEBTV  
 S31           0    (S27 OR S29 OR S30) AND (S1 OR S15)

14/3,K/1 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2004 Institution of Electrical Engineers. All rts. reserv..

01237161 INSPEC Abstract Number: C78023345  
Title: Online interactive data management system (DORIS-1)  
Author(s): Oda, K.; Ohnuma, K.; Murata, K.; Saito, M.; Murai, T.  
Author Affiliation: NTT, Tokyo, Japan  
Journal: Electrical Communication Laboratories Technical Journal  
vol.26, no.12 p.3353-80  
Publication Date: 1977 Country of Publication: Japan  
CODEN: TJECAS ISSN: 0415-3200  
Language: Japanese  
Subfile: C

Title: Online interactive data management system (DORIS-1)  
Abstract: DORIS-1 has been developed for common use of information retrieval and business data management processing. It has been put into commercial use since March 1976 as a library program in DEMOS-E system. It is composed of six packages and five subroutines, and provides full capabilities to manipulate user's data base. The major characteristics are as follow. A subscriber can use these packages without programming. DORIS-1 can process data base created by user's program, and user's program also can process interchangeably...  
...Identifiers: online database

14/3,K/2 (Item 1 from file: 233)  
DIALOG(R)File 233:Internet & Personal Comp. Abs.  
(c) 2003 EBSCO Pub. All rts. reserv.

00468309 97PW08-031  
Juno 1.23  
Levine, Daniel B  
PC World , August 1, 1997 , v15 n8 p178, 1 Page(s)  
ISSN: 0737-8939  
Company Name: Juno Online Services  
Product Name: Juno

Company Name: Juno Online Services  
Presents a mixed review of Juno 1.23 (free), an e-mail program from Juno Online Services (800). The program does not require the user to have an e-mail account, as it is paid for by advertisers who insert their messages into e-mail. It is easy to install and use, so it may be a good choice for beginners. Setup requires new users to fill out a questionnaire giving details on their consumer habits , hobbies, household income, and similar details. This is an e-mail service only, it cannot access the Web or use other Internet features. The program does provide spell-checking for outgoing messages and folders for incoming ones, but it lacks filters, search tools, and other features needed...  
Descriptors: Electronic Mail; Internet  
Identifiers: Juno; Juno Online Services

14/3,K/3 (Item 1 from file: 583)  
DIALOG(R)File 583:Gale Group Globalbase(TM)  
(c) 2002 The Gale Group. All rts. reserv.

06228390

New services likely to eliminate broadcast TV

MALAYSIA: **NET** BECOMING FUTURE ADVERTISING HOPE  
The Star (XAT) 14 Nov 1995 Business P.9  
Language: ENGLISH

MALAYSIA: **NET** BECOMING FUTURE ADVERTISING HOPE

... of Microelectronics Systems (MIMOS), consumers will gradually have the choice to eliminate advertisements from their programmes through video-on-demand service which is tailored to **consumer preference**. The convergence between computers and broadcasting is expected to lead to the death of broadcast TV, thus the disappearance of television advertisement. Therefore, the alternative and more effective way to advertise in the future will be through the **Internet**. With a base of 50 mn users world-wide the **Net** will promise a good coverage. Consequently, advertising on the **Net** will be **replacing** television advertisement in the future with the ever advancement of technology. Therefore the most efficient way of advertising in the future will be through the **Net**. And with a base of 50 mn users world-wide, advertising will be guaranteed of a good coverage. Consequently, advertising on the **Net** will be **replacing** television advertisement in the future with the ever advancement of technology.

COMPANY: **INTERNET ; MIMOS; MALAYSIAN INSTITUTE OF MICROELECTRONICS**  
SYSTEMS  
?

26/3,K/1 (Item 1 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2004 Institution of Electrical Engineers. All rts. reserv.

6442915 INSPEC Abstract Number: C2000-02-4240-003  
Title: Cache behavior prediction by abstract interpretation  
Author(s): Ferdinand, C.; Martin, F.; Wilhelm, R.; Alt, M.  
Author Affiliation: Fachbereich Inf., Saarlandes Univ., Saarbrücken, Germany  
Journal: Science of Computer Programming Conference Title: Sci. Comput. Program. (Netherlands) vol.35, no.2-3 p.163-89  
Publisher: Elsevier,  
Publication Date: Nov. 1999 Country of Publication: Netherlands  
CODEN: SCPGD4 ISSN: 0167-6423  
SICI: 0167-6423(199911)35:2/3L.163:CBPA;1-R  
Material Identity Number: B957-1999-007  
U.S. Copyright Clearance Center Code: 0167-6423/99/\$20.00  
Conference Title: International Static Analysis Symposium  
Conference Date: 24-26 Sept. 1996 Conference Location: Aachen, Germany  
Language: English  
Subfile: C  
Copyright 1999, IEE

Title: Cache behavior prediction by abstract interpretation  
...Abstract: is semantics-based, that is, it computes approximative properties of the semantics of programs. On this basis, it allows for correctness proofs of analyses. It replaces commonly used ad hoc techniques by systematic, provable ones, and it allows the automatic generation of analyzers from specifications as in the Program Analyzer Generator (FAG). In this paper, abstract interpretation is applied to the problem of predicting the cache behavior of programs. Abstract semantics of machine programs are defined which determine the contents of caches. For interprocedural analysis, existing methods are examined and a new approach that is especially tailored for the cache analysis is presented. This allows for a static classification of the cache behavior of memory references of programs. The calculated information can be used to sharpen worst-case execution time estimations. It is possible to analyze instruction...

Descriptors: cache storage...

...semantic networks

Identifiers: cache behavior prediction...

26/3,K/2 (Item 2 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2004 Institution of Electrical Engineers. All rts. reserv.

01480731 INSPEC Abstract Number: B80016006  
Title: ChARD-3 frequency-digital apparatus for strain measurement in rapid processes  
Author(s): Kuznetsov, G.I.; Beketov, N.P.; Glazkov, A.M.; Kravchenko, A.N.; Ratanov, G.S.; Timofeev, V.N.  
Journal: Pribery i Tekhnika Eksperimenta vol.21, no.6 p.208  
Publication Date: Nov.-Dec. 1978 Country of Publication: USSR  
CODEN: PRTEAJ ISSN: 0032-8162  
Translated in: Instruments and Experimental Techniques vol.21, no.6, pt.2 p.1685-6  
Publication Date: Nov.-Dec. 1978 Country of Publication: USA

CODEN: INETAK ISSN: 0020-4412  
Language: English  
Subfile: B

Abstract: The apparatus is intended for **remote** measurement of rapidly changing one-shot and periodic processes with the aid of resistance strain gauges that sense the measured parameters, for operational representation and registration of the data in analog and digital form by **commercial** instruments, and for **insertion** of the data into a computer through a connecting line or punched tape. The operation is based on controlling the output signal of a strain...

... RK-50 coaxial cable to a distance up to 500 m, converting it into a sequence of coded data, and memorizing them in a semiconductor **buffer** storage, from which they are read out to external devices. Provision is made for automatically calibrating the measurement channel, for the correction of the additive...

...Identifiers: **remote** measurement...

...semiconductor **buffer** storage  
?



File 344:Chinese Patents Abs Aug 1985-2003/Nov  
(c) 2003 European Patent Office  
File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)  
(c) 2004 JPO & JAPIO  
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200410  
(c) 2004 Thomson Derwent

? ds

Set	Items	Description
S1	1964	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING) () (IN OR INTO) OR ENCLOS? OR REPL-AC?) (3N) (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR P-PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S2	135	(OVER() (LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRT? OR IN-LAY OR COVERS) (3N) (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANN-ER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S3	1006	WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET) () (TELEVISION? ? OR TV? ?)
S4	26093	(PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT? ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?) (5N) (USER? ? OR SUB-SCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S5	7027	(PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFORE-HAND OR ANTECEDENT OR PREVIOUS) (5W) DISPLAY?
S6	30	(S1 OR S2) AND (LOCAL(3N) (NODE? ? OR WORKSTATION? ? OR WOR-K() STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR -PC? ? OR LAPTOP? ? OR DESKTOP? ? OR CLIENT?) OR (TEMP OR TEMP-ORARY OR LOCAL) (3N) (HARDDRIVE? ? OR HARD() (DRIVE? ? OR...
S7	1	S6 AND (S3 OR S4 OR S5)
S8	0	S7 NOT COMMERCIAL() EQUIPMENT
S9	4	(S1 OR S2) AND S3
S10	4	IDPAT (sorted in duplicate/non-duplicate order)
S11	4	IDPAT. (primary/non-duplicate records only)
S12	3	(S1 OR S2) AND S5
S13	3	S12 NOT (S11 OR S7)
S14	16	S6 AND (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NE-TWORK? OR NET OR WEB OR WWW OR INTERNET)
S15	15	S14 NOT (S7 OR S9 OR S13)
S16	7	S6 AND CLIENT?
S17	0	S16 NOT S14
S18	14	S6 AND IC=(G06F-017/60 OR H04N-007/025 OR H04N-007/10 OR G-06F-003/00 OR H04N-005/445 OR G06F-013/00 OR H04N-007/173)
S19	2	S18 NOT S14

11/3,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015451935 \*\*Image available\*\*  
WPI Acc No: 2003-514077/200348  
XRPX Acc No: N03-408013

Advertising and content management e.g. for Internet etc., where  
advertising and content categorized may be overridden by an advertiser  
desiring to pay a premium

Patent Assignee: BELLSOUTH INTELLECTUAL PROPERTY CORP (BELL-N)

Inventor: MATZ W R; SWIX S R

Number of Countries: 102 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200352551	A2	20030626	WO 2002US39655	A	20021211	200348 B

Priority Applications (No Type Date): US 200120779 A 20011214

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 200352551	A2	E	22	G06F-000/00
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
OM PH PL PT RO RU SC SD SE SG SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN  
YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB  
GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SI SK SL SZ TR TZ UG ZM  
ZW

Abstract (Basic):

... Method involves an advertiser, desiring to override a scheduled  
advertisement, contacting a network provider and replacing the  
scheduled advertisement if a series of checkpoints are satisfied. It  
includes making replacement decisions based upon marketing tools such  
as programming ratings collection and analysis systems.  
... For Internet, television, and radio...

11/3,K/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014616425 \*\*Image available\*\*  
WPI Acc No: 2002-437129/200247  
XRPX Acc No: N02-344098

Quiz game apparatus receives text input from each player in response to  
quiz question that is in form of multiple choice questions

Patent Assignee: CORREA N H (CORR-I); PRADHAN A A (PRAD-I); UBALE A G  
(UBAL-I); UBALE S A (UBAL-I)

Inventor: CORREA N H; PRADHAN A A; UBALE A G; UBALE S A

Number of Countries: 028 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 1195184	A2	20020410	EP 2001308602	A	20011009	200247 B
US 20020042293	A1	20020411	US 2001968427	A	20011001	200247
ZA 200103659	A	20020130	ZA 20013659	A	20010507	200247

Priority Applications (No Type Date): IN 2000MU910 A 20001009

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
EP 1195184 A2 E 26 A63F-013/12  
Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR  
US 20020042293 A1 A63F-013/00  
ZA 200103659 A 71 A63F-000/00

Abstract (Basic):

... establishes a virtual universe for the quiz game, that can be accessed by multiple players through electronic networks. The system provides quiz questions (Q) and inserted advertisements, for each of the players. A text input is received from the players in response to the quiz question which is in the form of...  
... For playing quiz games on electrical or electronic network such as television, WAP, radio, print media and other network media including web - TV WAP, telephone video conferencing, set top boxes, central computer system, etc...

11/3,K/3 (Item 3 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014136878 \*\*Image available\*\*  
WPI Acc No: 2001-621089/200172  
XRPX Acc No: N01-463445

Advertising method in internet television broadcast, involves broadcasting program with insertion of corresponding selected program to viewer, automatically, when user selects a program for viewing

Patent Assignee: TOYOTA M (TOYO-I)  
Number of Countries: 001 Number of Patents: 001  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 2001229105	A	20010824	JP 200037648	A	20000216	200172 B

Priority Applications (No Type Date): JP 200037648 A 20000216

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
JP 2001229105 A 11 G06F-013/00

Advertising method in internet television broadcast, involves broadcasting program with insertion of corresponding selected program to viewer, automatically, when user selects a program for viewing

Abstract (Basic):

... A viewer beforehand performs selection of advertisement to be inserted in a program that is broadcast from a broadcasting station to communication terminal device through communication network and registers it in memory. When the user...  
... For distribution of advertisement as per requirement of user in internet television broadcasting...  
... Enables inserting advertisement suitably as per requirement of viewer in internet television program. Since advertisement can be easily chosen using search key, enquiry of broadcasting station can be responded within short time...

11/3,K/4 (Item 4 from file: 350)  
DIALOG(R)File 350:Derwent WPIX

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012712120    \*\*Image available\*\*  
WPI Acc No: 1999-518233/199943  
XRPX Acc No: N99-385416

**Channel banner convergence system**

Patent Assignee: AMIGA DEV LLC (AMIG-N)

Inventor: WUGOFSKI T D

Number of Countries: 022    Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9935833	A1	19990715	WO 99US99	A	19990105	199943	B
AU 9921029	A	19990726	AU 9921029	A	19990105	199952	
US 6567106	B1	20030520	US 982733	A	19980105	200336	

Priority Applications (No Type Date): US 982733 A 19980105

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9935833	A1	E	27	H04N-005/445	
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Designated States (National): AU CA JP

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU

MC NL PT SE

AU 9921029	A		H04N-005/445	Based on patent WO 9935833
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US 6567106	B1		G06F-003/14	
------------	----	--	-------------	--

Abstract (Basic):

...    System is for a convergence system with channel **banner**  
      **overlay** used in multimedia PC - TV devices...

?

13/3,K/1 (Item 1 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2004 JPO & JAPIO. All rts. reserv.

05728263 \*\*Image available\*\*  
INFORMATION DISTRIBUTION MEDIUM AND INFORMATION DISTRIBUTING METHOD

PUB. NO.: 10-011363 [JP 10011363 A]  
PUBLISHED: January 16, 1998 (19980116)  
INVENTOR(s): NONAKA NAOMICHI  
YAMAGISHI JUNKO  
SAKAO HIDEKI  
KAMIMAKI HIDEKI  
KONDO NOBUKAZU  
APPLICANT(s): HITACHI LTD [000510] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 08-167498 [JP 96167498]  
FILED: June 27, 1996 (19960627)

ABSTRACT

PROBLEM TO BE SOLVED: To provide inexpensive information and protect the copyright of the information provider by confirming the contents before a purchase and inserting effective advertisement information...

... obtained key information in the key information storage area 1130 to give the limitation of the use, thereby making it possible to confirm the contents before a purchase. An advertisement display inhibition key 1132 is provided as the key information 1130, and advertisement information is also displayed forcibly when the unopen information 1120 is displayed unless...

13/3,K/2 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015562254 \*\*Image available\*\*  
WPI Acc No: 2003-624410/200359  
Method for offering insertion type advertisement in internet gis  
Patent Assignee: INFRA INFORMATION TECH CO LTD (INFR-N)  
Inventor: KIM G Y  
Number of Countries: 001 Number of Patents: 001  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Week  
KR 2003038019 A 20030516 KR 200169424 A 20011108 200359 B

Priority Applications (No Type Date): KR 200169424 A 20011108  
Patent Details:  
Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2003038019 A 1 G06F-017/60

Method for offering insertion type advertisement in internet gis

Abstract (Basic):

... An insertion type advertisement method is provided to output advertisement before a searched geographic map is displayed so that it can enhance an interest on the advertisement from a user.

13/3,K/3 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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014315477 \*\*Image available\*\*  
WPI Acc No: 2002-136179/200218  
XRPX Acc No: N02-103212

Communication network connection terminal equipment has advertising  
information memory device which stores, at least one round, advertising  
information to display before content is displayed  
Patent Assignee: FIC HANBAI KK (FICH-N); YANO KEIZAI KENKYUSHO KK (YANO-N)  
Number of Countries: 001 Number of Patents: 001  
Patent Family:  
Patent No Kind Date Applicat No Kind Date Week  
JP 2001357289 A 20011226 JP 2000176403 A 20000613 200218 B

Priority Applications (No Type Date): JP 2000176403 A 20000613  
Patent Details:  
Patent No Kind Lan Pg Main IPC Filing Notes  
JP 2001357289 A 6 G06F-017/60

Communication network connection terminal equipment has advertising  
information memory device which stores, at least one round, advertising  
information to display before content is displayed

Abstract (Basic):

... display (D) through a display control device (4). An advertising  
information memory device (1) stores, at least one round, an  
advertising information to the display before the content is  
displayed .

... Allows reliable advertisement observation, which has area  
property e.g. conventional newspaper insertion advertisement , on a  
communication network connection terminal due to the advertising  
information memory device...

?

15/3,K/1 (Item 1 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2004 JPO & JAPIO. All rts. reserv.

07809000 \*\*Image available\*\*

DEVICE FOR INFORMATION MANAGEMENT NETWORK SERVER AND METHOD RELATED TO IT

PUB. NO.: 2003-303105 [JP 2003303105 A]  
PUBLISHED: October 24, 2003 (20031024)  
INVENTOR(s): LANDSMAN RICK W  
LEE WEI-YEH  
APPLICANT(s): UNICAST COMMUNICATIONS CORP  
APPL. NO.: 2003-044253 [JP 200344253]  
Division of 2000-550046 [JP 2000550046]  
FILED: May 14, 1999 (19990514)  
PRIORITY: 98 080165 [US 9880165], US (United States of America), May  
15, 1998 (19980515)  
99 237718 [US 99237718], US (United States of America),  
January 26, 1999 (19990126)

DEVICE FOR INFORMATION MANAGEMENT NETWORK SERVER AND METHOD RELATED TO IT

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a device for an information management network server capable of saving labor, time, and cost about insertion and the like of an advertisement into a Web page file.

SOLUTION: An HTML advertisement tag 40 is embedded in a reference Web page 35. This tag includes two components. One component downloads an agent in a client browser from a distribution Web server 13 and performs instant generation of the agent. About a predetermined advertisement, the agent downloads an advertisement file produced from an advertisement management system 25 in a third person advertisement Web server 20 to a cache of a browser 7, and then, plays a media file on the browser in response to a click stream of a user on an interstitial basis. The other component is reference of an advertisement management system about the Web address. This reference releases connection between the advertisement contents and the Web page.

COPYRIGHT: (C)2004,JPO

15/3,K/2 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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015668432 \*\*Image available\*\*

WPI Acc No: 2003-730619/200369

XRPX Acc No: N03-583990

Content adapting service control system for providing network based services, determines operation mode of content adapting server based on user contract information and transmits determined mode to proxy cache devices

Patent Assignee: FUJITSU LTD (FUJI ); NAKAMURA M (NAKA-I); SUBASINGHE C (SUBA-I); SUMIYA T (SUMI-I); TANIGUCHI H (TANI-I); USHIKI K (USHI-I); YASUIE T (YASU-I)

Inventor: NAKAMURA M; SUBASINGHE C; SUMIYA T; TANIGUCHI H; USHIKI K; YASUIE

T

Number of Countries: 003 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20030135411	A1	20030717	US 2002191980	A	20020709	200369 B
JP 2003208373	A	20030725	JP 20025088	A	20020111	200369
CN 1431800	A	20030723	CN 2003100189	A	20030108	200369

Priority Applications (No Type Date): JP 20025088 A 20020111

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20030135411	A1		37	G06F-017/60	
JP 2003208373	A		46	G06F-013/00	
CN 1431800	A			H04L-012/28	

Content adapting service control system for providing network based services, determines operation mode of content adapting server based on user contract information and transmits determined mode to proxy cache devices

Abstract (Basic):

... The proxy cache devices (E1,E2) judge the necessity for starting content adapting service, when a content data acquisition request is received from a client device (C). A service control device (SC) determines the operation mode of content adapting server (CA) based on the user contract information and transmits the determined operation mode to proxy cache devices.

... For providing network based services such as E-mail, web access, advertisement insertion, virus check, language translation function, image processing, document checking functions, to the user...

...Easy and efficient providing of network based services to the subscribers is ensured...

...content adaptation server (CA...

...content server (CS...

...proxy cache devices (E1,E2...

...Title Terms: NETWORK ;

15/3,K/3 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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015330235 \*\*Image available\*\*

WPI Acc No: 2003-391170/200337

XRPX Acc No: N03-312420

Maintaining and updating method for advertisement-announcement cache involves comparing ad metadata to content metadata for determining which advertisements or announcements are to be inserted into stream of media

Patent Assignee: AT & T CORP (AMTT )

Inventor: BHAGAVATH V K; O'NEIL J T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6505169	B1	20030107	US 2000490807	A	20000126	200337 B

Priority Applications (No Type Date): US 2000490807 A 20000126



Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
US 6505169 B1 15 G06F-017/60

Maintaining and updating method for advertisement-announcement cache involves comparing ad metadata to content metadata for determining which advertisements or announcements are to be inserted into stream of media

Abstract (Basic):

... Collected measurements and demographic information are stored and updated in a measurement server at point-of-presence. Ad metadata are compared to content metadata to determine which advertisements or announcements are to be inserted into a stream of...

... For maintaining and updating advertisement/announcement cache at local point-of-presence in IP (internet protocol) network .

... Performs dynamic insertion of advertisements or announcements into a media stream based on dynamic comparison of audience size, and composition and predetermined stipulations of the suppliers of announcements and advertisements

... Title Terms: CACHE ;

15/3,K/4 (Item 3 from file: 350)  
DIALOG(R) File 350: Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015112061 \*\*Image available\*\*

WPI Acc No: 2003-172580/200317

Method and system for inserting moving picture advertisement in multimedia contents in real time

Patent Assignee: BIZMODEL LINE CO LTD (BIZM-N)

Inventor: HONG J C; KIM J H; KWON B G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002073626	A	20020928	KR 200113324	A	20010315	200317 B

Priority Applications (No Type Date): KR 200113324 A 20010315

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2002073626 A 1 G06F-017/60

Method and system for inserting moving picture advertisement in multimedia contents in real time

Abstract (Basic):

... A method and system for inserting a moving picture advertisement in multimedia contents in real time is provided to transmit a specified moving picture advertisement to source multimedia contents in real time and as an overlapped state, insert a moving picture advertisement continuously while the source multimedia contents is reproduced, and insert a local advertisement adapted to a characteristic of a local area which operates a cache server through a CDN (Contents Delivery Network) in real time using CRM (Customer Relationship Management) information of a client who receives multimedia contents.

... A media server (300) supplies multimedia contents. A client (400) is provided for receiving the multimedia contents. A web

server (200) supplies an interface capable of being accessed by the client. An advertisement managing server (110) edits/processes and stores/manages an advertisement supplied from an advertisement client adapted to a multimedia form being supplied in the media server (300). An advertisement processing server (120) inserts advertisement data extracted in the advertisement managing server (110) in the multimedia contents being supplied from the media server (300) and transmits the data to the client(400). A moving picture advertisement is inserted in the multimedia contents being supplied from the media server (300) by the advertisement managing server (110) and the advertisement processing server (120), and transmitted to the client(400...

15/3,K/5 (Item 4 from file: 350)  
DIALOG(R) File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014868020 \*\*Image available\*\*  
WPI Acc No: 2002-688726/200274

Web server system, advertisement server system and method for caching advertisement file

Patent Assignee: SEROME TECHNOLOGY INC (SERO-N)

Inventor: JANG H; KIM G T; CHANG H

Number of Countries: 001 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002038137	A	20020523	KR 200068191	A	20001116	200274 B
KR 383405	B	20030512	KR 200068191	A	20001116	200359

Priority Applications (No Type Date): KR 200068191 A 20001116

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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KR 2002038137	A	1	G06F-015/00	
---------------	---	---	-------------	--

KR 383405	B		G06F-015/00	Previous Publ. patent KR 2002038137
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Web server system, advertisement server system and method for caching advertisement file

Abstract (Basic):

... A web server system, an advertisement server system and a method for caching an advertisement file are provided to make the client cache of a multi-banner advertisement possible.

... The web server system(1) and the advertisement server system(5) connects to the Internet and the client terminals(7a-7n) connect to the web server system and the advertisement server system. The web server system transfers a web document in order to display the multi-banner advertisement to the client terminal and the advertisement server system is a servant system to transfer the advertisement file inserted and displayed to the web document transferred by the web server system. The client terminal has a web browser(31) to connect to the web server system and the web browser has a client execution program analysis engine(32). The analysis engine outputs the web document by executing a source document(30) including a client execution program(33) and the web browser requests the corresponding advertisement file according to the outputted web document to the advertisement server (51...

Title Terms: WEB ;

15/3,K/6 (Item 5 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014724146 \*\*Image available\*\*  
WPI Acc No: 2002-544850/200258

**Method for offering vod**

Patent Assignee: FIRE VOD.COM (FIRE-N)

Inventor: BAEK J J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002012706	A	20020220	KR 200045882	A	20000808	200258 B

Priority Applications (No Type Date): KR 200045882 A 20000808

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002012706	A		1	H04N-007/173	

Abstract (Basic):

... On Demand). offering method is provided to offer VODs of high quality to plural clients without degradation of pictures by connecting the clients to a **server** offering contents and transmitting VODs to the clients in real time.

... A VOD(Video On Demand) offering method comprises the steps of a main **server** transmitting contents to a local **server** (S10), the local **server** storing the contents in a memory by compressing using MPEG(Motion Picture Expert Group)-1(S20), a client emitting a control signal to a set-top box using an RF(Radio Frequency) **remote** control(S31), the set-top box transmitting the data corresponding to the control signal to a display from the local **server** (S32), the **client** selecting a specific content from the displayed contents(S33), the set-top box outputting an analog signal by decoding an MPEG-1 file in the local **server** (S34), the display displaying the selected content(S35), and the local **server** displaying a VOD after **inserting** an **advertisement** (S42). By transmitting VODs without degradation in real time, high quality VODs are offered to clients...

15/3,K/7 (Item 6 from file: 350)

DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014594626 \*\*Image available\*\*  
WPI Acc No: 2002-415330/200244  
XRPX Acc No: N02-326712

**Splicing method for incoming network feed with network time slot duration and associated vbvdelay with commercial slot duration with associated delay adjusting delay of stored network feed and local commercial slot to match incoming feed**

Patent Assignee: AGILEVISION LLC (AGIL-N); ACAMPORA A A (ACAM-I); BELTZ J P (BELT-I); LYONS P W (LYON-I)

Inventor: ACAMPORA A A; BELTZ J P; LYONS P W

Number of Countries: 097 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200209425	A1	20020131	WO 2001US23371	A	20010725	200244 B
AU 200179008	A	20020205	AU 200179008	A	20010725	200244
US 20020061067	A1	20020523	US 2000220671	P	20000725	200244
			US 2001912433	A	20010725	
EP 1310092	A1	20030514	EP 2001957244	A	20010725	200333

Priority Applications (No Type Date): US 2000220671 P 20000725; US  
2001912433 A 20010725

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200209425 A1 E 17 H04N-007/10

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200179008 A H04N-007/10 Based on patent WO 200209425

US 20020061067 A1 H04N-007/12 Provisional application US 2000220671

EP 1310092 A1 E H04N-007/10 Based on patent WO 200209425

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR

Splicing method for incoming network feed with network time slot  
duration and associated vbvdelay with commercial slot duration with  
associated delay adjusting delay of stored network feed and local  
commercial slot to match incoming feed

Abstract (Basic):

... between one of a minimum delay and a maximum delay. Pictures are  
output from the compressed commercial slot for at least a portion of  
the network time slot duration. The number of pictures remaining is  
determined from one of a stored portion of the incoming network feed  
and the commercial slot and the output rate is adjusted as required to  
output the commercial slot...

...One of the vbvdelay of stored network feed and the vbvdelay of the  
local commercial slot is adjusted to match the vbvdelay of the incoming  
network feed.

... Allows seamless splicing of local commercial segment into  
existing network time slot, without decoder buffer overflow or  
underflow...

...The figure shows the relative duration of the network slot and a  
commercial insert with the vbvdelay of the commercial insert  
manipulated to a maximum value...

...Title Terms: NETWORK ;

15/3,K/8 (Item 7 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014283866 \*\*Image available\*\*

WPI Acc No: 2002-104567/200214

Advertisement system and method using plant nameplate selected through  
the internet

Patent Assignee: JUNG T S (JUNG-I)

Inventor: JUNG T S

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001079390	A	20010822	KR 200141433	A	20010711	200214 B

Priority Applications (No Type Date): KR 200141433 A 20010711

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2001079390 A 1 G06F-017/60

**Advertisement system and method using plant nameplate selected through the internet**

Abstract (Basic):

... An advertisement system and method using a plant nameplate selected through the Internet is provided to increase advertisement effect by inserting the advertisement into a plant nameplate, by receiving an advertisement fee, thereby continuously manage the plant nameplate.

... A plant nameplate applicant connects to a web server through the Internet and performs a login(110). The applicant selects an area which the applicant want to attach a plant nameplate in a local database of a database server (120). The user selects a nameplate design in a plant.nameplate design database(130). In case of knowing a name of a plant to be applied, the user writes out the name of the plant(140). The applicant writes out an address(160). An advertiser connects to the web server through the Internet. The advertiser selects a target area. The advertiser writes out request items for the advertisement. The advertisement is inserted into the nameplate...

15/3,K/9 (Item 8 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014233081 \*\*Image available\*\*

WPI Acc No: 2002-053779/200207

**Method for internet local advertisement using ip address**

Patent Assignee: LEE S C (LEES-I)

Inventor: LEE S C

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2001069286	A	20010725	KR 200111586	A	20010228	200207 B

Priority Applications (No Type Date): KR 200111586 A 20010228

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
KR 2001069286 A 1 G06F-017/60

**Method for internet local advertisement using ip address**

Abstract (Basic):

... A method for an Internet local advertisement using an IP address is provided to increase advertisement effect by publicizing in a specific area intensively.

... An intermediate site computer and a user computer are connected on a network. An advertisement code being inserted in the intermediate site confirms an IP address of the user computer. The advertisement code transmits the IP address to a local advertisement system. The received IP address is searched through a database of the local advertisement system. In the case that local information being connected to the IP address is searched, the corresponding local advertisement information is searched. In the case that the advertisement information is searched, the advertisement information is

transmitted to the user computer . If local information being connected to the IP address can not be searched or the corresponding local advertisement does not exist, the default advertisement information is transmitted...

15/3,K/10 (Item 9 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014118683 \*\*Image available\*\*  
WPI Acc No: 2001-602895/200168  
XRPX Acc No: N01-449832

Internet -based advertisement manipulating system used on global or local computer network , has browser which selectively displays or replaces particular advertisement detected on website

Patent Assignee: THOMSON LICENSING SA (CSFC )  
Inventor: CHAI S; ENGLE J C; LESANDRINI J W; WHITE J  
Number of Countries: 094 Number of Patents: 002  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200173581	A2	20011004	WO 2000US34676	A	20001221	200168 B
AU 200124442	A	20011008	AU 200124442	A	20001221	200208

Priority Applications (No Type Date): US 2000191805 P 20000324

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200173581 A2 E 20 G06F-017/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200124442 A G06F-017/00 Based on patent WO 200173581

Internet -based advertisement manipulating system used on global or local computer network , has browser which selectively displays or replaces particular advertisement detected on website

Abstract (Basic):

... A browser detects an advertisement (ad) on a website and determines whether to display the detected ad or replace the ad with another ad. The browser displays the detected ad or replaced ad in a display device based on the determined result.

... An INDEPENDENT CLAIM is also included for Internet -based advertisement manipulating method...

...For manipulating Internet -based advertisements displayed on a global or local computer network e.g. Internet , personal computer with viewable storage media such as compact disk-read only memory (CD-ROM), on a wireless telephone, wireless personal assistant such as PALMPILOT

...ads based on determining the display of ad more than once. Thus facilitates users to screen undesirable contents and increase the speed of exploring the Internet . Also, benefits users by appropriately displaying the detected or replaced ad , when the users do not have time to click the ads, or when users are not aware of selecting the next ad...

...Title Terms: NETWORK ;

15/3,K/11 (Item 10 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

013967008 \*\*Image available\*\*  
WPI Acc No: 2001-451222/200148  
XRPX Acc No: N01-334119

Internet -based advertising used in electronic commerce, involves adding  
advertising contents to audio files on web site and downloading of  
audio files with advertising contents to customer's local computer

Patent Assignee: MATRIX PACIFIC MEDIA GROUP INC (MATR-N)

Inventor: SNEATH B A; SNOWDALL J C

Number of Countries: 088 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200116666	A2	20010308	WO 2000US23209	A	20000824	200148 B
AU 200070680	A	20010326	AU 200070680	A	20000824	200148

Priority Applications (No Type Date): US 99384878 A 19990827

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200116666 A2 E 33 G06F-000/00

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200070680 A G06F-000/00 Based on patent WO 200116666

Internet -based advertising used in electronic commerce, involves adding  
advertising contents to audio files on web site and downloading of  
audio files with advertising contents to customer's local computer

Abstract (Basic):

... The method involves adding advertising contents to audio files  
provided on the web site for media company and audio files with  
advertising contents are downloaded to customer's local computer  
(12). The customer automatically choose and play the advertising  
contents of the downloaded audio file at opening start of the computer.

... A communication link is established between a customer's  
computer and media company web site through Internet and  
advertisement viewer program is installed to customer's local  
computer. The customer is allowed to choose audio files for  
downloading from the web site. An INDEPENDENT CLAIM is also included  
for an apparatus for advertising over Internet.

... Enables advertisement of digital multimedia files over Internet ,  
allows advertisers to have an advertising channel that is directly  
connected to target consumers, permits updating and monitoring and  
allows vendors to generate revenue from advertisers rather than  
consumers, thus encouraging free transmission. Enables to create and  
establish improved standard for embedding digital advertising  
content within a digital multimedia file...

...The figure shows a schematic block diagram of a program and system for  
advertising over Internet .

...Customer's local computer (12  
...Title Terms: WEB ;

15/3,K/12 (Item 11 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

013905095 \*\*Image available\*\*  
WPI Acc No: 2001-389308/200141  
XRPX Acc No: N01-286326

Multi-thread processor for commercial computer applications, couples  
non-stalling component with multi-thread execution pathways, so that  
pathways are converged into single-pathway including non-stalling  
component

Patent Assignee: CHAMDANI J I (CHAM-I); JOY W N (JOYW-I); LAUTERBACH G  
(LAUT-I); TREMBLAY M (TREM-I); SUN MICROSYSTEMS INC (SUNM )  
Inventor: CHAMDANI J I; JOY W N; LAUTERBACH G; TREMBLAY M  
Number of Countries: 023 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200068778	A2	20001116	WO 2000US12800	A	20000509	200141 B
US 20020138717	A1	20020926	US 99309734	A	19990511	200265
			US 2002154076	A	20020523	
US 6542991	B1	20030401	US 99309734	A	19990511	200324
US 20030191927	A1	20031009	US 99309734	A	19990511	200367
			US 2003403406	A	20030331	

Priority Applications (No Type Date): US 99309734 A 19990511; US 2002154076  
A 20020523; US 2003403406 A 20030331

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200068778	A2	E	71	G06F-009/00	
Designated States (National): IL JP KR SG					
Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE					
US 20020138717	A1			G06F-009/00	Div ex application US 99309734
US 6542991	B1			G06F-012/12	
US 20030191927	A1			G06F-009/00	Cont of application US 99309734 Cont of patent US 6542991

Abstract (Basic):

... The non-stalling component is selected from caches, translation  
look-aside buffers (TLBs), load buffer asynchronous interfaces and  
external memory management unit (MMU) interface. A thread tagging logic  
coupled to the non-stalling component, sets a thread identifier (TID)  
tag...

...Multi-thread processor for commercial computer applications including  
embedded , desktop and server applications, and for handling  
operations such as OLTP, DSS, data mining, financial forecasting,  
mechanical and electronic computer-aided design (MCAD/ECAD). And also  
for web servers , data servers , etc...

...Advances in on-chip multiprocessor horizontal threading, are realized,  
as the processor core sizes are reduced by technological advancements.  
Vertical multi-threading overcomes or hides cache miss stalls,  
thereby improves performance in commercial multiprocessor and  
multi-threading applications...



15/3,K/13 (Item 12 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

013500423 \*\*Image available\*\*  
WPI Acc No: 2000-672364/200065  
Related WPI Acc No: 2000-672359  
XRPX Acc No: N00-498488

Method for local advertising in Internet using computer system  
Patent Assignee: SUN MICROSYSTEMS INC (SUNM )  
Inventor: BAEHR G; GUPTA A; VENKATARAMAN S  
Number of Countries: 088 Number of Patents: 005  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200030008	A1	20000525	WO 99US27061	A	19991112	200065 B
AU 200016253	A	20000605	AU 200016253	A	19991112	200065
EP 1131758	A1	20010912	EP 99958991	A	19991112	200155
			WO 99US27061	A	19991112	
JP 2002530700	W	20020917	WO 99US27061	A	19991112	200276
			JP 2000582946	A	19991112	
US 6487538	B1	20021126	US 98192874	A	19981116	200281

Priority Applications (No Type Date): US 98192874 A 19981116

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200030008 A1 E 56 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ  
LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK  
SL TJ TM TR TT UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200016253 A G06F-017/60 Based on patent WO 200030008

EP 1131758 A1 E G06F-017/60 Based on patent WO 200030008

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI

JP 2002530700 W 49 G09F-019/00 Based on patent WO 200030008

US 6487538 B1 G06F-017/60

Method for local advertising in Internet using computer system

Abstract (Basic):

... The method involves obtaining information to be displayed and an  
advertisement in an advertisement slot. The advertisement in the  
advertisement slot is then replaced with another advertisement .

... a) a computer system for local advertising in Internet ;

(...

...For local advertising in Internet using computer system...

...Enables small advertisers to have their advertisement appear in  
connection with frequently used web sites. Utilizes profile and  
demographic information to precisely target advertisements to specific  
users...

...The figure shows the flowchart of advertisement insertion according  
to method for local advertising in Internet .

15/3,K/14 (Item 13 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

013500418 \*\*Image available\*\*  
WPI Acc No: 2000-672359/200065  
Related WPI Acc No: 2000-672364  
XRPX Acc No: N00-498483

Method for local advertising in internet using computer software  
Patent Assignee: SUN MICROSYSTEMS INC (SUNM )  
Inventor: BAEHR G; GUPTA A  
Number of Countries: 090 Number of Patents: 004  
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200030002	A1	20000525	WO 99US26697	A	19991112	200065 B
AU 200024736	A	20000605	AU 200024736	A	19991112	200065
EP 1131762	A1	20010912	EP 99968041	A	19991112	200155
			WO 99US26697	A	19991112	
JP 2002535689	W	20021022	WO 99US26697	A	19991112	200301
			JP 2000582940	A	19991112	

Priority Applications (No Type Date): US 99343965 A 19990630; US 98192874 A 19981116

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes  
WO 200030002 A1 E 68 G06F-017/60

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN  
CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP  
KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE  
SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200024736 A G06F-017/60 Based on patent WO 200030002

EP 1131762 A1 E G06F-017/60 Based on patent WO 200030002

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI  
LU MC NL PT SE

JP 2002535689 W 60 G09F-019/00 Based on patent WO 200030002

Method for local advertising in internet using computer software

Abstract (Basic):

... A proxy is determined whether it agrees to terms for inserting one or more advertisements. The proxy transmits one or more advertisement in one or more advertisement slots, and the information to be displayed to a client after the information...

... be displayed are transmitted to the proxy while withholding the location of one or more advertisement slots when proxy does not agree to terms for inserting one or more advertisements. The location of one or more advertisement slots is transmitted to the proxy when the proxy agrees to terms for inserting one or more advertisements. INDEPENDENT CLAIMS are also included for the following...

...a) a computer system for local advertising in internet ;  
(...

...b) and a computer software used for local advertising in internet .  
...

...For local advertising in internet using computer software...

...Prevents proxies to cheat or abscond with the advertisement slot without compensating the web server. Provides negotiation for inserting an advertisement wherein proxy is not informed of the specific location of the advertisement in a web page prior to agreeing to terms, e.g. price, for advertisement insertion. Uses downloadable module that contains advertisement location information but does not provide the information to the proxy or insert the advertisement until an agreement has been reached...

...The figure shows the flowchart of inserting advertisements in accordance with the method for local advertising in internet using computer software

15/3,K/15 (Item 14 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

012867624 \*\*Image available\*\*  
WPI Acc No: 2000-039457/200003  
Related WPI Acc No: 2000-106073  
XRPX Acc No: N00-029739

Web -based interstitial advertising technique in networked client-server environment such as Internet

Patent Assignee: UNICAST COMMUNICATIONS CORP (UNIC-N); LANDSMAN R W (LAND-I); LEE W (LEEW-I); MACMANUS GROUP INC (MACM-N)

Inventor: LANDSMAN R W; LEE W

Number of Countries: 086 Number of Patents: 020

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week	
WO 9960504	A1	19991125	WO 99US10707	A	19990514	200003	B
AU 9939927	A	19991206	AU 9939927	A	19990514	200019	
EP 1076871	A1	20010221	EP 9923077	A	19990514	200111	
			WO 99US10707	A	19990514		
US 6314451	B1	20011106	US 9880165	A	19980515	200170	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
US 6317761	B1	20011113	US 9880165	A	19980515	200173	
			US 99237718	A	19990126		
			US 99352398	A	19990713		
JP 2002516437	W	20020604	WO 99US10707	A	19990514	200239	
			JP 2000550046	A	19990514		
AU 749314	B	20020620	AU 9939927	A	19990514	200252	
US 20020120666	A1	20020829	US 9880165	A	19980515	200259	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
			US 2001950963	A	20010913		
US 20020129102	A1	20020912	US 9880165	A	19980515	200262	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
			US 2001951001	A	20010913		
US 20020133518	A1	20020919	US 9880165	A	19980515	200264	
			US 99237718	A	19990126		
			US 99352398	A	19990713		
			US 2001950941	A	20010913		
US 6466967	B2	20021015	US 9880165	A	19980515	200271	
			US 99237718	A	19990126		
			US 99352625	A	19990713		
			US 2001951001	A	20010913		

US 20020198778	A1	20021226	US 9880165	A	19980515	200304
			US 99237718	A	19990126	
			US 2002162623	A	20020531	
US 20030004804	A1	20030102	US 9880165	A	19980515	200305
			US 99237718	A	19990126	
			US 2002162626	A	20020531	
US 20030005000	A1	20030102	US 9880165	A	19980515	200305
			US 99237718	A	19990126	
			US 99352398	A	19990713	
			US 2002162625	A	20020531	
US 20030018885	A1	20030123	US 9880165	A	19980515	200310
			US 99237718	A	19990126	
			US 99352398	A	19990713	
			US 2002162621	A	20020531	
US 20030023488	A1	20030130	US 9880165	A	19980515	200311
			US 99237718	A	19990126	
			US 2002162624	A	20020531	
US 20030028565	A1	20030206	US 9880165	A	19980515	200313
			US 99237718	A	19990126	
			US 99352398	A	19990713	
			US 2002162622	A	20020531	
US 6516338	B1	20030204	US 9880165	A	19980515	200313
			US 99237718	A	19990126	
			US 99352626	A	19990713	
TW 490626	A	20020611	TW 2000100189	A	20000107	200321
JP 2003303105	A	20031024	JP 2000550046	A	19990514	200371
			JP 200344253	A	19990514	

Priority Applications (No Type Date): US 99237718 A 19990126; US 9880165 A 19980515; US 99352625 A 19990713; US 99352398 A 19990713; US 2001950963 A 20010913; US 2001951001 A 20010913; US 2001950941 A 20010913; US 2002162623 A 20020531; US 2002162626 A 20020531; US 2002162625 A 20020531; US 2002162621 A 20020531; US 2002162624 A 20020531; US 2002162622 A 20020531; US 99352626 A 19990713

# Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9960504	A1	E	128	G06F-017/60	
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Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9939927	A			G06F-017/60	Based on patent WO 9960504
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EP 1076871	A1	E		G06F-017/60	Based on patent WO 9960504
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Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE

US 6314451	B1			G06F-013/38	CIP of application US 9880165
					Div ex application US 99237718

US 6317761	B1			G06F-017/21	CIP of application US 9880165
					Div ex application US 99237718

JP 2002516437	W		123	G06F-017/60	Based on patent WO 9960504
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AU 749314	B			G06F-017/60	Previous Publ. patent AU 9939927
					Based on patent WO 9960504

US 20020120666	A1			G06F-015/16	CIP of application US 9880165
					Div ex application US 99237718
					Cont of application US 99352625
					Cont of patent US 6314451

US 20020129102	A1			G06F-015/16	CIP of application US 9880165
					Div ex application US 99237718
					Cont of application US 99352625

US 20020133518 A1	G06F-017/00	Cont of patent US 6314451 CIP of application US 9880165 Div ex application US 99237718 Cont of application US 99352398
US 6466967 B2	G06F-013/38	Cont of patent US 6317761 CIP of application US 9880165 Div ex application US 99237718 Cont of application US 99352625 Cont of patent US 6314451
US 20020198778 A1	G06F-017/60	CIP of application US 9880165 Cont of application US 99237718
US 20030004804 A1	G06F-017/60	CIP of application US 9880165 Cont of application US 99237718
US 20030005000 A1	G06F-015/00	CIP of application US 9880165 Div ex application US 99237718 Cont of application US 99352398 Cont of patent US 6317761
US 20030018885 A1	G06F-015/177	CIP of application US 9880165 Div ex application US 99237718 Cont of application US 99352398 Cont of patent US 6317761
US 20030023488 A1	G06F-017/60	CIP of application US 9880165 Cont of application US 99237718
US 20030028565 A1	G06F-015/00	CIP of application US 9880165 Div ex application US 99237718 Cont of application US 99352398 Cont of patent US 6317761
US 6516338 B1	G06F-013/38	CIP of application US 9880165 Div ex application US 99237718
TW 490626 A	G06F-017/60	
JP 2003303105 A	43 G06F-009/445	Div ex application JP 2000550046

Web -based interstitial advertising technique in networked client-server environment such as Internet

Abstract (Basic):

... Advertising tag (40) contained in web page (35) when executed by browser (7), causes browser to download from server (15), media file forming a predefined advertisement, during browser idle time intervals. The downloading is suspended during each interstitial interval after the user instructs browser to navigate to a new content web page.

... In networked client-server environment such as Internet, to download advertisement in a manner transparent to user...

...While a fully down loaded advertisement is interstitially played from browser cache, the new content page is downloaded over the full bandwidth of the communication link. Since advertising HTML files are not embedded within a web page, advertiser benefits in terms of both inserting advertisements into web page files and later changing the advertisements and hence labor, time and cost is saved...

...The figure shows the high-level block diagram of client-server distributed processing environment...

... Server (15...

... Web page (35

Title Terms: WEB ;

19/3,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

015080153 \*\*Image available\*\*  
WPI Acc No: 2003-140671/200313  
XRPX Acc No: N03-111674

**Compressed video transport stream splicing method, for insertion of advertisements and local programs, includes searching a video elementary stream buffer and adjusting a program clock reference and decode time stamps**

Patent Assignee: GEN INSTR CORP (GENN )  
Inventor: LIU V; NEMIROFF R S; WU S  
Number of Countries: 100 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 2002100110	A2	20021212	WO 2002US15499	A	20020514	200313 B
US 20020196850	A1	20021226	US 2001872783	A	20010601	200313

Priority Applications (No Type Date): US 2001872783 A 20010601

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 2002100110 A2 E 12 H04N-007/24

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU  
ZA ZM ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

US 20020196850 A1 H04N-007/25

**Compressed video transport stream splicing method, for insertion of advertisements and local programs, includes searching a video elementary stream buffer and adjusting a program clock reference and decode time stamps**

Abstract (Basic):

... to a demultiplexer/parser (10) that searches for an I-frame in a second video stream beginning held by a first-in-first-out (FIFO) **buffer** (12). An insertion point search module (14) searches a video elementary stream **buffer** (16) for a suitable insertion point. A timing adjustment programmer (19) adjusts a program clock reference (PCR) and decode time stamps relative to those in a program elementary stream (PES) header **buffer** (17).

... An INDEPENDENT CLAIM is also included for a compressed video transport stream splicing system including a demultiplexer connected to a FIFO **buffer** , and an insertion point search module and a timing adjustment programmer adjusting a PCR and decode time stamps...

...The compressed video transport stream splicing method is used for **insertion of advertisements and local programs...**

...A Group of Pictures (GOP) is closed and video **buffer** verifier (VBV) protection is maintained, and clock references and time stamps at the splice points are continuous. Existing decoders (18) and other transcoding components (20...

...First-in-first-out (FIFO) **buffer** (12...

...Video elementary stream **buffer** (16...

...Program elementary stream (PES) header **buffer** (17...

...Title Terms: **BUFFER** ;

International Patent Class (Additional): **H04N-007/10**

19/3,K/2 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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014966583 \*\*Image available\*\*

WPI Acc No: 2003-027097/200302

**System and method for offering advertisement service via bluetooth terminal, and method for receiving advertisement at bluetooth terminal**

Patent Assignee: LG ELECTRONICS INC (GLDS )

Inventor: YOO S J

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
KR 2002053497	A	20020705	KR 200083145	A	20001227	200302 B

Priority Applications (No Type Date): KR 200083145 A 20001227

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
KR 2002053497	A		1	G06F-017/60	

Abstract (Basic):

... The system comprises a Bluetooth access module(110), a Bluetooth device address **buffer** (120), and an advertisement database manager(130). The Bluetooth access module(100), a Bluetooth class 1 module, detects data of all the Bluetooth terminals located...

...a Bluetooth device address which is unique data attached to the Bluetooth terminal, and a category ID selected by a user. The Bluetooth device address **buffer** (120) transmits stored device address and category ID, and the advertisement to the Bluetooth terminal. The Bluetooth address **buffer** (120) receives the device address and the category ID from the Bluetooth access module(110), stores them, and transmits them to the advertisement database manager(130). The advertisement database manager(130), when receiving the device address and the category ID, compares them with data stored at the Bluetooth address **buffer** (120), and prevents an **overlapped** message transmission. The **advertisement** database manager(130) receives an advertisement corresponding to the category ID, and transmits the advertisement to the Bluetooth access module(110...

International Patent Class (Main): **G06F-017/60**

File 348:EUROPEAN PATENTS 1978-2004/Feb W01

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040212,UT=20040205

(c) 2004 WIPO/Univentio

? ds

Set	Items	Description
S1	3958	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING)() (IN OR INTO) OR ENCLOS? OR REPL-AC?) (3N) (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR P-ROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S2	484	(OVER() (LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRT? OR IN-LAY OR COVERS) (3N) (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANN-ER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S3	1829	WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET)() (TELEVISION? ? OR TV? ?)
S4	88424	(PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT? ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?) (5N) (USER? ? OR SUB-SCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S5	14765	(PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFORE-HAND OR ANTECEDENT OR PREVIOUS) (5W) DISPLAY?
S6	205	(S1 OR S2) (S) (LOCAL(3N) (NODE? ? OR WORKSTATION? ? OR WORK(-) STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ? OR CLIENT?) OR (TEMP OR TEMPORA-RY OR LOCAL) (3N) (HARDDRIVE? ? OR HARD() (DRIVE? ? OR D...
S7	44	S6(S) (S3 OR S4 OR S5)
S8	2	S6(S) (S3(S) S4 OR S4(S) S5 OR S5(S) S3)
S9	1	S8 NOT OXYGEN() ENVIRONMENT? ?
S10	42	S7 NOT S8
S11	42	IDPAT (sorted in duplicate/non-duplicate order)
S12	42	IDPAT (primary/non-duplicate records only)
S13	30	S12 AND AD=19990308:20040215/PR
S14	12	S12 NOT S13
S15	9	(S1 OR S2) (S) S3
S16	7	S15 NOT S7
S17	9	S14 NOT (PROTEIN? ? OR VACCINE)
S18	26	S6(S) (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NETW-ORK? OR NET OR WEB OR WWW OR INTERNET) (S) (TV OR TVS OR TELEVI-SION? ? OR TELE() VISION? ?)
S19	18	S18 NOT (S9 OR S7)
S20	18	IDPAT (sorted in duplicate/non-duplicate order)
S21	16	IDPAT (primary/non-duplicate records only)
S22	7	S21 AND AD=19990308:20040215/PR
S23	9	S21 NOT S22
S24	877	(S1 OR S2) AND IC=(G06F-017/60 OR H04N-007/025 OR H04N-007-/10 OR G06F-003/00 OR H04N-005/445 OR G06F-013/00 OR H04N-007-/173)
S25	0	S24(S) S3(S) S4
S26	63	S24(S) S6
S27	14	S26(S) (S3 OR S4 OR S5)
S28	0	S27 NOT (S7 OR S9 OR S19)
S29	63	IDPAT S26 (sorted in duplicate/non-duplicate order)
S30	62	IDPAT S26 (primary/non-duplicate records only)
S31	44	S30 AND AD=19990308:20040215/PR
S32	18	S30 NOT S31
S33	6	S32 NOT (S7 OR S9 OR S19)



9/3,K/1 (Item 1 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00761431

A SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR PROVIDING COMMERCE-RELATED  
WEB APPLICATION SERVICES

SYSTEME, PROCEDE ET ARTICLE MANUFACTURE DESTINES A LA FOURNITURE DE  
SERVICES D'APPLICATION DANS LE WEB LIES AU COMMERCE

Patent Applicant/Assignee:

ACCENTURE LLP, 100 South Wacker Drive, Chicago, IL 60606, US, US  
(Residence), US (Nationality)

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Legal Representative:

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Minneapolis, MN 55402-0903, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200073957 A2-A3 20001207 (WO 0073957)

Application: WO 2000US14420 20000525 (PCT/WO US0014420)

Priority Application: US 99321492 19990527

Designated States: AE AG AL AM AT AT (utility model) AU AZ BA BB BG BR BY  
CA CH CN CR CU CZ CZ (utility model) DE DE (utility model) DK DK (utility  
model) DM DZ EE EE (utility model) ES FI FI (utility model) GB GD GE GH  
GM HR HU ID IL IN IS JP KE KG KP KR KR (utility model) KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SK  
(utility model) SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 150171

Fulltext Availability:

Detailed Description

Detailed Description .

... be done for presentation purposes or with any other objective in mind.  
For example, the present invention may be employed in optimally conveying  
to a client or customer information relating to a specific web  
architecture framework in order to make a point or for sales purposes. In  
the present description, the...of spreadsheets with many sheets in each  
book. As the structure and parameters become overwhelmingly complex, a  
dedicated modeling tool with its own data model, user interface etc. is  
a good investment.

A performance modeling tool should not be purchased due to a lack of  
understanding or inexperience of performance modeling...the final system  
on these components (thus reducing the impact of possible changes within  
the libraries), it is

151

recommended that wrappers are written to enclose any third-party  
components. This way, if any changes are made to the internals of the  
components, only the wrappers would be affected, allowing the...

?

17/3,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2004 European Patent Office. All rts. reserv.

01414183

System for broadcasting data to a plurality of receivers via a direct to home satellite transmission

System für die Übertragung von Daten zu mehreren Empfängern mit Verwendung der Direktübertragung per Satellit

Système pour la transmission de données vers une pluralité de récepteurs utilisant la transmission directe par satellite

PATENT ASSIGNEE:

Societe Europeenne des Satellites S.A., (2436010), , 6815 Chateau de Betzdorf, (LU), (Applicant designated States: all)

INVENTOR:

Khang, Vu Tien, 28 Rue du Convart, 1363 Howald, (LU)

LEGAL REPRESENTATIVE:

Joppich, Martin et al (93682), Intellectual Property Consultancy  
Zeppelinstrasse 71-73, 81669 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1195929 A1 020410 (Basic)

APPLICATION (CC, No, Date): EP 2000121336 001009;

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04H-001/00

ABSTRACT WORD COUNT: 139

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200215	1085
SPEC A	(English)	200215	4842
Total word count - document A			5927
Total word count - document B			0
Total word count - documents A + B			5927

...SPECIFICATION Internet Service Provider that the user is subscribed to, who is in charge of collecting the votes and forwarding the selected popular URL to the cache pre-fetch platform as soon as possible, to be weighted and aggregated for the next webcasting round. This Internet Service Provider is also responsible of adjusting the dInternet Service Providerlay profiles of the advertisement banners and of uploading to the advertisement insert platform these ad banners (with their dInternet Service Providerlay profiles). It is very important to note that the individual user profiles should remain within the Internet Service Provider premises, and not used for anything else, in order to comply with legal rules under the most restrictive...

17/3,K/2 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00730912 \*\*Image available\*\*

METHOD AND APPARATUS FOR MULTIPLEXING SEPARATELY-AUTHORED METADATA FOR INSERTION INTO A VIDEO DATA STREAM

PROCEDE ET APPAREIL DE MULTIPLEXAGE DE METADONNEES MEDIATISEES SEPAREMENT POUR INSERTION DANS UN FLUX DE DONNEES VIDEO

Patent Applicant/Assignee:

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(Residence), US (Nationality)

Inventor(s):

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BHADADA Kamal, 12782 Torrey Bluff Drive #103, San Diego, CA 92130, US

Legal Representative:

BOYS Donald R, P.O. Box 187, Aromas, CA 95004, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200043899 A1 20000727 (WO 0043899)  
Application: WO 2000US1699 20000121 (PCT/WO US0001699)  
Priority Application: US 99235781 19990122

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 24983

Fulltext Availability:

Claims

Claim

... Networ

203

215

233

221

223 235

.....

205

231

229

22

..... Fig 1 6

User Logs On to Service

243

Ad Server Notified and

Accesses User - Profile Data

245

Ad Server Executes

Schedule to Integrate Ads

With Video, Based on

Profile Data

Figs 1 7

269 271 249

251 253 255

247...

...included inthe fields searched

NONE

Electronic data base consulted during the international search (name of  
data base and, where practicable, search terms used)

STN - data, commercial, Insertion, time stamp. PTS. video

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category\* Citation of document, with indication, where appropriate. of

the relevant passages Relevant to claim...

17/3,K/3 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00566667 \*\*Image available\*\*

**ADVANCED DEFERRED SHADING GRAPHICS PIPELINE PROCESSOR  
PROCESSEUR PIPELINE GRAPHIQUE EVOLUE A OMBRAGE DIFFERE**

Patent Applicant/Assignee:

APPLE COMPUTER INC, 1 Infinite Loop, Cupertino, CA 95014-2084, US, US  
(Residence), US (Nationality)

Inventor(s):

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CUAN George, 798 Lusterleaf Drive, Sunnyvale, CA 94086, US,  
DODGEN Steven L, 15735 Forest Hill Drive, Boulder Creek, CA 95006, US,  
FANG Emerson S, 1197 Wisteria Drive, Fremont, CA 94539, US,  
GONG Zhaoyu G, 1342 S. Stelling Road, Cupertino, CA 95014, US,  
HO Thomas Y, 40732 Ondina Place, Fremont, CA 94539, US,  
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LI Sidong, 5598 LeFevre Drive, San Jose, CA 95118, US,  
NG Sam, 34377 Maybird Circle, Fremont, CA 94555, US,  
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REDGRAVE Jason R, 278 Martens Avenue, Mountain View, CA 95040, US,  
TRIVEDI Sushma S, 1208 Rembrandt Drive, Sunnyvale, CA 94087, US,  
TUCK Nathan D, 8666 Somerset Avenue, San Diego, CA 92123, US,  
GO Shun Wai, 370 Sandhurst Drive, Milpitas, CA 95035, US,  
FUNG Lindy, 358 Pescadero Terrace, Sunnyvale, CA 94086, US,  
NGUYEN Tuan D, 5327 Birch Grove Drive, San Jose, CA 95123, US,  
GRASS Joseph P, 357 Lennox Avenue, Menlo Park, CA 94025, US,  
HONG Bor-Shyue, 2325 Oak Flat Road, San Jose, CA 95131, US,  
MAMMEN Abraham, 2780 Lylewood Drive, Pleasanton, CA 94588, US,  
RASHID Abbas, 34369 Eucalyptus Terrace, Fremont, CA 94555-1982, US,  
TSAY Albert Suan-Wei, 38129 Cambridge Court, Fremont, CA 94536, US,

Legal Representative:

ANANIAN R Michael (et al) (agent), Flehr Hohbach Test Albritton & Herbert  
LLP, Suite 3400, 4 Embarcadero Center, San Francisco, CA 94111-4187, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200030040 A1 20000525 (WO 0030040)

Application: WO 99US18971 19990820 (PCT/WO US9918971)

Priority Application: US 9897336 19980820; US 98213990 19981217

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT

LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 180456

Fulltext Availability:

Detailed Description

Detailed Description

... axes, a viewing point's coordinate system, and screen coordinates. [75]  
FIG. B 2 is a diagrammatic illustration showing the processing path in a typical prior art

31) rendering pipeline. [76]

FIG. B 3 is a diagrammatic illustration showing the processing path in one embodiment of the inventive 3D Deferred Shading... of the third embodiment (FIG. 6) is 15 replace by a conservative hidden surface removal structure and procedure and a down-stream z-buffered blend replaces the blending procedure.

Deferred Shading Graphics Pipeline, Fifth Embodiment (Version 5)  
In a fifth embodiment of the Deferred Shading Graphics Pipeline (Version 5) (DSGPv5), 20...B FrontlBack packets), and other signals and packets (e.g. Spatial 30 Modes, Material FrontlBack, PixelModes, and Stipple packets), and is stored in a special buffer called the Polygon Memory (PMEM) 5000, where it can be retrieved by Mode Injection (MIJ) block 10000. PMEM is desirably double buffered, so MIJ can...idle. This also advantageously keeps SMEM from filling and overflowing as the write process limits the number of reads that may otherwise fill the SMEM buffer. In one embodiment of the invention ...last block on the chip on which SRT is located. Prefetch packets go around the pipeline so BIKE can do read operations from the Frame Buffer ahead of time, that is earlier than if the same packets were to propagate through the pipeline. MIJ has a convenient communication channel to the level functions. The primary function is to remove geometry that is guaranteed to not affect the final results in the frame buffer (i.e., a conservative form of hidden surface removal). The second function is to break primitives into units of stamp portions, where a stamp portion...

...operations" such as alpha test and stencil test, the results of which may sometimes be required to make such exact determination. CUL's sample z- buffer can hold two depth values, but CUL can only store the attributes of one primitive per sample. Thus, whenever a sample requires blending colors from...

...so on-earlier stored in PMEM by MEX, and injects it into tile pipeline to pass downstream as required. To save bandwidth, individual downstream blocks cache recently used mode information so that when cached there is no need use bandwidth to communicated the mode information from MIJ to the destination needing...of the Color, TexA, TexB, Light, and Material caches (for FRG, TEX, and PHG) and PixelMode and Stipple caches (for PIX) and associating the appropriate cache pointer to each cache miss data packet; and (k) Sending data to FRG and PIX.

MIJ may also be responsible for (1) Processing stalls in the pipeline, such as...

17/3,K/4 (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00566635 \*\*Image available\*\*  
METHOD AND APPARATUS FOR LOCAL ADVERTISING  
TECHNIQUE DE PUBLICITE LOCALE ET DISPOSITIF A CET EFFET  
Patent Applicant/Assignee:  
SUN MICROSYSTEMS INC,  
Inventor(s):  
GUPTA Amit,  
VENKATARAMAN Sriraman,  
BAEHR Geoffrey,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200030008 A1 20000525 (WO 0030008)  
Application: WO 99US27061 19991112 (PCT/WO US9927061)

Priority Application: US 98192874 19981116  
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT  
UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD  
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF  
CG CI CM GA GN GW ML MR NE SN TD TG  
Publication Language: English  
Fulltext Word Count: 11877  
Fulltext Availability:  
Detailed Description

#### Detailed Description

... a specific price (e.g., 5 cents per display for a medium size slot).  
As a result, whenever the proxy intercepts a request from a user that  
matches the cookie or profile details, the proxy can elect whether or  
not to insert the advertisement for the server's set price.

#### Advertisement Tags

To specify advertisement characteristics, advertisement tag(s) may be  
specified in the HTML. The server could specify...

17/3,K/5 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00464207 \*\*Image available\*\*  
SECURELY METERING ADVERTISING IN DATA PROCESSING SYSTEMS  
PROCEDE SECURISE DE MESURE DE PUBLICITES DANS LES SYSTEMES INFORMATIQUES  
Patent Applicant/Assignee:  
GRIFFITS John,  
Inventor(s):  
GRIFFITS John,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 9854672 A1 19981203  
Application: WO 98AU403 19980529 (PCT/WO AU9800403)  
Priority Application: AU 977040 19970529  
Designated States: AU CA NZ US AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC  
NL PT SE  
Publication Language: English  
Fulltext Word Count: 30671

Fulltext Availability:  
Detailed Description

#### Detailed Description

... or indirectly writing to the nonnal graphics output means of the  
UCDPS. The invention also allows for any means to display advertising  
information using any priority display means, therefore ensuring that  
some other process does not alter or overwrite the advertising  
material. The preferred priority display means is to have the Secure  
Processing Means access a graphics buffer under its control that  
overlays infonnation retrieved from the I I normal UCDPS graphics buffer  
(s). By allowing the Secure Processing Means to control the display  
source for each of these video sources, the Secure Processing Means can  
ensure that its information has priority. It is preferable that 1 3 this  
linkage is secure thus preventing tampering with the priority display  
. The invention allows for any means of providing a UCDPS with a secure  
means of priority display of visual imagery that in part at least may  
be a tamperproof means of priority display .

The invention also allows for any means of overlying or modifying (in any

way) information displayed by any other 1 7 means. This may include...

17/3,K/6 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00344642

**SYSTEMS AND METHODS FOR SECURE TRANSACTION MANAGEMENT AND ELECTRONIC RIGHTS PROTECTION**

**SYSTEMES ET PROCEDES DE GESTION SECURISEE DE TRANSACTIONS ET DE PROTECTION ELECTRONIQUE DES DROITS**

Patent Applicant/Assignee:

ELECTRONIC PUBLISHING RESOURCES INC,

Inventor(s):

GINTER Karl L,  
SHEAR Victor H,  
SPAHN Francis J,  
VAN WIE David M,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9627155 A2 19960906

Application: WO 96US2303 19960213 (PCT/WO US9602303)

Priority Application: US 95388107 19950213

Designated States: AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB

GE HU IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL

PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN KE LS MW SD SZ UG AZ BY

KG KZ RU TJ TM AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE BF BJ CF

CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 207972

Fulltext Availability:

Detailed Description

**Detailed Description**

... aware applications which, as a result of the use  
of a VDE API and/or a transaction management (for  
- 73

example, ROS based) programming language

embeds VDE "awareness" into commercial or  
internal software (application program, games, etc.)

so that VDE user control information and services

are seamlessly integrated into such software and can

be directly...such as a combination of high-speed RAM 534a and an

NVRAM ("non-volatile RAM") 534b. RAM 534a may be volatile,

while NVRAM 534b is preferably battery backed or otherwise

arranged so as to be non-volatile (i.e., it does not lose its contents

when power is turned off).

High...secure execution space such as provided within an SPU 500.

Components 690 and/or elements comprising them may be stored

on external media encrypted using local SPU 500 generated

and/or distributor provided keys.

ROS 602 also provides a tagging and sequencing scheme

that may be used within the loadable component...786a may enable

External Services Manager 772 to communicate with external

computers and systems using various protocols managed using

the service transport layer 786.

The characteristics of and interfaces to the various

subsystems of ROS 680 shown in Figure 12 are described in more  
detail below.

RPC Manager 732 and Its...

17/3,K/7 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00285421 \*\*Image available\*\*  
METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE MARKETING IN  
RESPONSE TO CUSTOMER SHOPPING HISTORIES  
PROCEDE ET SYSTEME DE DISTRIBUTION DE BONS D'ACHAT EN FONCTION DES ACHATS  
ANTERIEURS D'UN CLIENT

Patent Applicant/Assignee:  
CREDIT VERIFICATION CORPORATION,

Inventor(s):

DEATON David W,  
GABRIEL Rodney G,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9503570 A2 19950202

Application: WO 94US8221 19940721 (PCT/WO US9408221)

Priority Application: US 9396921 19930723; US 93141471 19931020

Designated States: AU BB BG BR BY CA CN CZ FI GE HU JP KE KG KP KR KZ LK LT

LV MD MG MN MW NO NZ PL RO RU SD SI SK TJ TT UA UZ VN AT BE CH DE DK ES

FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 79153

Fulltext Availability:

Detailed Description

Detailed Description

... as money markets, now accounts, commercial  
accounts, personal accounts and the like, So for a given  
bank transit number, there may be several non-obvious  
embedded locations for the particular next sequence  
number. For example, in the check shown in FIGURE 2C,  
the first four digits in a personal checking account...148, which now has  
both  
its inputs (DM and DS) active.

Once LCD module 136 has been given access to the  
Address/Data Bus, a display -data-register read operation  
is accomplished as follows. Microprocessor 130 outputs  
from port 1 an LCD mode control byte including a register  
select bit A00...

...register.

In accordance with this mode control command, LCD  
module 136 places a not-ready status byte in the control  
status register, makes the designated display character  
in the display data register available for output on the  
Address/Data Bus, and then places a ready status byte  
into the control/status register, Microprocessor 130  
switches...

...byte is  
returned from the control/status register.)  
Microprocessor 130 then outputs a register select  
bit (A00) that causes LCD module 136 to select the  
display data register for output, Finally, the  
microprocessor provides a data strobe to read the first



display data character over the Address/Data Bus into port...have been read. That is, microprocessor 130 first reads the status register to determine when LCD module 136 is ready (i.e., when the next display data character is Available), and then reads the character, The procedure by which microprocessor 130 provides display data characters for display by LCD module 136, writing the characters into the display data register, is analogous to the procedure for reading display data characters, Executing a write...

17/3,K/8 (Item 7 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00271731 \*\*Image available\*\*  
GENERATION OF ENLARGED PARTICIPATORY BROADCAST AUDIENCE  
OBTENTION D'UNE AUDIENCE PARTICIPATIVE ELARGIE EN MATIERE DE RADIODIFFUSION  
Patent Applicant/Assignee:  
VON KOHORN Henry,  
Inventor(s):  
VON KOHORN Henry,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 9419906 A1 19940901  
Application: WO 94US1535 19940214 (PCT/WO US9401535)  
Priority Application: US 9325397 19930225  
Designated States: AU CA JP AT BE CH DE DK ES FR GB GR IE IT LU MC NL PT SE  
Publication Language: English  
Fulltext Word Count: 99584

Fulltext Availability:  
Detailed Description

Detailed Description  
... in a common  
contest, or a common learning experience, or in a  
common national survey, by way of example. The use  
of alternative network programs inserted in  
opportune-time slots, allows the central stations to  
insert the network programs within the regular  
broadcasting schedules of the respective central  
station in a...color  
@f a golf ball, or during a game, a prediction of  
how close the ball will come to the hole), and a  
WG@. 94119906  
PCTVU -S94fOI-S3S,  
32  
comparing of an actual response to an established  
response to determine if an actual response is  
acceptable. An acceptable response may be...

17/3,K/9 (Item 8 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00156314  
SIGNAL PROCESSING APPARATUS AND METHODS  
DISPOSITIF ET PROCEDES DE TRAITEMENT DE SIGNAUX  
Patent Applicant/Assignee:  
HARVEY John C,

Inventor(s):

HARVEY John C,  
CUDDIHY James W,

Patent and Priority Information (Country, Number, Date):

Patent: WO 8902682 A1 19890323

Application: WO 88US3000 19880908 (PCT/WO US8803000)

Priority Application: US 8796 19870911

Designated States: AT AU BE BJ BR CF CG CH CM DE DK FI FR GA GB GB HU IT JP

KP LK LU MC MG ML MR MW NL NO RO SE SN SU TD TG

Publication Language: English

Fulltext Word Count: 161690

Fulltext Availability:

Claims

Claim

... Such means and methods include techniques for encrypting programming and/or instructions and decrypting them at subscriber stations. They also include techniques 20 whereby the **pattern** of the composition, timing, and location of embedded signals may vary in such fashions that only receiving apparatus that are preinformed regarding the patterns that...radio receiver techniques, well known in the art, and transfers said radio information to radio decoder,

42 Radio decoder, 42, decodes the signal information 10 **embedded** in said radio information and transfers said decoded information to a standard digital detector, 43. Said detector, 43, detects the binary signal information in said...

...controller, 44, and in predetermined fashions that may be changed by controller, 44..

Figs 2C shows a signal decoder that detects and processes signal information **embedded** in a frequency other than a television or radio frequency. A selected other frequency (such as a microwave frequency) is inputted to appropriate other receiver...

...controller, 39, 44, or 47, includes

35 capacity for receiving, organizing, and storing simultaneous @37

inputs from multiple sources while inputting information, received and stored **earlier**, to said microprocessor capacity of controller, 39, 44, or 47. Said microprocessor capacity of controller, 39, 44, or 47, is of a conventional type, well...header register

23/3,K/1 (Item 1 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2004 European Patent Office. All rts. reserv.

01429948

Targeting advertisements to television terminals  
Gezielte Weitergabe von Werbung an Fernseh-Endgerate  
Publicites cibles aux terminaux de television

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)  
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)  
McCoskey, John S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)  
Asmussen, Michael L., 2627 Meadow Hall Drive, Herndon, VA20171, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1207697 A1 020522 (Basic)  
EP 1207697 B1 031210

APPLICATION (CC, No, Date): EP 2001129434 990401;

PRIORITY (CC, No, Date): US 54419 980403

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

RELATED PARENT NUMBER(S) - PN (AN):

EP 1068729 (EP 99915198)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 204

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200221	374
CLAIMS B	(English)	200350	368
CLAIMS B	(German)	200350	317
CLAIMS B	(French)	200350	462
SPEC A	(English)	200221	38731
SPEC B	(English)	200350	38382
Total word count - document A			39112
Total word count - document B			39529
Total word count - documents A + B			78641

23/3,K/2 (Item 2 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2004 European Patent Office. All rts. reserv.

01429947

Assigning targeted advertisements to multiple broadcast channels  
Zuweisung gezielter Werbung an mehrere Rundfunkkanale  
Affectation de publicites cibles a plusieurs canaux de radiodiffusion

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)

Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)  
 McCoskey, John S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)  
 Asmussen, Michael L., 2627 Meadow Hall Drive, Herndon, VA 20171, (US)  
 LEGAL REPRESENTATIVE:  
 Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
 Munchen, (DE)  
 PATENT (CC, No, Kind, Date): EP 1207696 A1 020522 (Basic)  
 EP 1207696 B1 031001  
 APPLICATION (CC, No, Date): EP 2001129426 990401;  
 PRIORITY (CC, No, Date): US 54419 980403  
 DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
 LU; MC; NL; PT; SE  
 EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI  
 RELATED PARENT NUMBER(S) - PN (AN):  
 EP 1068729 (EP 99915198)  
 INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173  
 ABSTRACT WORD COUNT: 204  
 NOTE:  
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LANGUAGE (Publication,Procedural,Application): English; English; English  
 FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200221	319
CLAIMS B	(English)	200340	315
CLAIMS B	(German)	200340	286
CLAIMS B	(French)	200340	369
SPEC A	(English)	200221	38713
SPEC B	(English)	200340	38221
Total word count - document A			39039
Total word count - document B			39191
Total word count - documents A + B			78230

...SPECIFICATION network controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top terminals 220.

The local insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the network controller 214 and insert any local programming and advertisements. Once such regional programming and advertisements have been inserted, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable television signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220 using a separate...

...SPECIFICATION extracts data from the cable television signals and inputs such data to the control CPU 244.

The control CPU 244 exchanges control information with the network controller 214, as shown at 211. This control information is exchanged between the signal processor's control CPU 244 and the network controller CPU 224. In particular, the network controller 214 and signal processor 209 pass control information through the interface linking the two CPUs in order to perform any modifications to the program control information signal. The network controller CPU 224 oversees such modifications, accessing various network control databases 226 for

controller 214, as shown at 211. This control information is exchanged between the signal processor's control CPU 244 and the **network** controller CPU 224. In particular, the **network** controller 214 and signal processor 209 pass control information through the interface linking the two CPUs in order to perform any modifications to the program control information signal. The **network** controller CPU 224 oversees such modifications, accessing various **network** control databases 226 for guidance in instructing the signal processor's control CPU 244. The instructions provided by the **network** controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top **terminals** 220.

The **local** insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the **network** controller 214 and insert any local programming and advertisements. Once such regional programming and **advertisements** have been **inserted**, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable **television** signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220 using a separate...

23/3,K/4 (Item 4 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
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01097500

**TARGETED ADVERTISEMENT USING TELEVISION DELIVERY SYSTEMS**  
**GEZIELTE WERBUNG UNTER VERWENDUNG EINES FERNSEHVERTEILSYSTEMS**  
**ANNONCE PUBLICITAIRE CIBLEE UTILISANT DES SYSTEMES DE DIFFUSION TELEVISUELS**  
PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)  
BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)  
MCCOSKEY, John, S., 4692 N. Lariat Drive, Castle Rock, CO 80104, (US)  
ASMUSSEN, Michael, L., 2627 Meadow Hall Drive, Herndon, VA 20171, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1068729 A1 010117 (Basic)  
EP 1068729 B1 020717  
WO 9952285 991014

APPLICATION (CC, No, Date): EP 99915198 990401; WO 99US7206 990401

PRIORITY (CC, No, Date): US 54419 980403

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;  
LU; MC; NL; PT; SE

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 1207697 (EP 2001129434)

EP 1207696 (EP 2001129426)

INTERNATIONAL PATENT CLASS: H04N-007/173

NOTE:

No A-document published by EPO  
LANGUAGE (Publication,Procedural,Application): English; English; English

guidance in instructing the signal processor's control CPU 244. The instructions provided by the **network** controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top **terminals** 220.

The **local** insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the **network** controller 214 and insert any local programming and advertisements. Once such regional programming and **advertisements** have been **inserted**, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable **television** signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220 using a separate...

23/3,K/3 (Item 3 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
(c) 2004 European Patent Office. All rts. reserv.

01429944

**Targeted advertising in a cable television system**

**Gezieltes Werben in einem Kabelfernsehsystem**

**Publicite ciblee dans un systeme de television par cable**

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (Applicant designated States: all)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)

Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 1207695 A1 020522 (Basic)

APPLICATION (CC, No, Date): EP 2001129011 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;  
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 822718 (EP 97112080)

EP 673579 (EP 94903360)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

ABSTRACT WORD COUNT: 90

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200221	1064
SPEC A	(English)	200221	21707
Total word count - document A			22771
Total word count - document B			0
Total word count - documents A + B			22771

...SPECIFICATION extracts data from the cable television signals and inputs such data to the control CPU 244.

The control CPU 244 exchanges control information with the **network**

# FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	200229	1536
CLAIMS B	(German)	200229	1311
CLAIMS B	(French)	200229	1822
SPEC B	(English)	200229	38778
Total word count - document A			0
Total word count - document B			43447
Total word count - documents A + B			43447

...SPECIFICATION extracts data from the cable television signals and inputs such data to the control CPU 244.

The control CPU 244 exchanges control information with the **network** controller 214, as shown at 211. This control information is exchanged between the signal processor's control CPU 244 and the **network** controller CPU 224. In particular, the **network** controller 214 and signal processor 209 pass control information through the interface linking the two CPUs in order to perform any modifications to the program control information signal. The **network** controller CPU 224 oversees such modifications, accessing various **network** control databases 226 for guidance in instructing the signal processor's control CPU 244. The instructions provided by the **network** controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top **terminals** 220.

The **local** insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the **network** controller 214 and insert any local programming and advertisements. Once such regional programming and **advertisements** have been **inserted**, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable **television** signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to

23/3,K/5 (Item 5 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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01037834

Method and apparatus for gathering program watched data

Verfahren und Gerat zur Erfassung von Programmeinschaltdaten

Procede et appareil de collecte de donnees pour un programme regarde

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (applicant designated states:  
AT;BE;CH;DE;DK;ES;FR;GB;GR;IE;IT;LI;NL;PT;SE)

INVENTOR:

Hendricks, John S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)  
Bonner, Alfred E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 920208 A1 990602 (Basic)

APPLICATION (CC, No, Date): EP 99100566 931202;

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;

SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673579 (EP 949033609)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173;

ABSTRACT WORD COUNT: 72

LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	9922	6224
SPEC A	(English)	9922	21746
Total word count - document A			27970
Total word count - document B			0
Total word count - documents A + B			27970

...SPECIFICATION extracts data from the cable television signals and inputs such data to the control CPU 244.

The control CPU 244 exchanges control information with the **network** controller 214, as shown at 211. This control information is exchanged between the signal processor's control CPU 244 and the **network** controller CPU 224. In particular, the **network** controller 214 and signal processor 209 pass control information through the interface linking the two CPUs in order to perform any modifications to the program control information signal. The **network** controller CPU 224 oversees such modifications, accessing various **network** control databases 226 for guidance in instructing the signal processor's control CPU 244. The instructions provided by the **network** controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top **terminals** 220.

The **local** insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the **network** controller 214 and insert any local programming and advertisements. Once such regional programming and **advertisements** have been **inserted**, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable television signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220 using a separate...

23/3,K/6 (Item 6 from file: 348)

DIALOG(R)File 348:EUROPEAN PATENTS

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00917890

Splicing compressed packetized digital video streams

Verfahren zur Verbindung von komprimierten paketierten digitalen Videostromen

Procede d'assemblage de flux de paquets video numeriques comprimes

PATENT ASSIGNEE:

General Instrument Corporation, (1403172), 101 Tournament Drive, Horsham, Pennsylvania 19044, (US), (Applicant designated States: all)

INVENTOR:

Chen, David, 78 South Traymore Avenue, Ivyland, Pennsylvania 18974, (US)

Mao, Weidong, 206 Salem Ct. No. 12, Princeton, New Jersey 08540, (US)

LEGAL REPRESENTATIVE:



Hoeger, Stellrecht & Partner (100381), Uhlandstrasse 14 c, 70182  
Stuttgart, (DE)  
PATENT (CC, No, Kind, Date): EP 837609 A2 980422 (Basic)  
EP 837609 A3 010829  
APPLICATION (CC, No, Date): EP 97117818 971015;  
PRIORITY (CC, No, Date): US 734629 961018  
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU;  
MC; NL; PT; SE  
EXTENDED DESIGNATED STATES: AL; LT; LV; RO; SI  
INTERNATIONAL PATENT CLASS: H04N-007/24  
ABSTRACT WORD COUNT: 13184  
NOTE:

Figure number on first page: 4

LANGUAGE (Publication,Procedural,Application): English; English; English

...ABSTRACT A2

A secondary packetized data stream (IS), such as a commercial, is spliced with a primary packetized data stream (MS), such as a **network television** program. The system does not require decompression of the data in the primary data stream, and is particularly suitable for use at a cable system headend to allow the **insertion of commercials** from local businesses into a nationally broadcast **television** program. When a start signal (T(underscore)in) is received, a pre-splicing packet (700, 800, 900, 1000) of the primary stream is determined. The...

...of null packets (430) are inserted into the output stream (OS) at the transition point between the main program and the commercial to prevent a **buffer overflow** at a decoder (168) which receives the output stream (OS).

23/3,K/7 (Item 7 from file: 348)  
DIALOG(R)File 348:EUROPEAN PATENTS  
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00900974  
Network controller for cable television delivery systems  
Netzwerk-Steuerung für Kabelfernsehverteilungssysteme  
Unite de commande de réseau pour systèmes de diffusion de programmes de  
television par cable

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., Discovery Communications, Inc, 7700 Wisconsin Avenue  
, Bethesda, MD 20814-3522, (US)

BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf & Partner (100941), Maximilianstrasse 54, 80538  
München, (DE)

PATENT (CC, No, Kind, Date): EP 822718 A1 980204 (Basic)  
EP 822718 B1 020619

APPLICATION (CC, No, Date): EP 97112080 931202;  
PRIORITY (CC, No, Date): US 991074 921209  
DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;  
SE

RELATED PARENT NUMBER(S) - PN (AN):

EP 673579 (EP 94903360)

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 1207695 (EP 2001129011)  
INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173  
ABSTRACT WORD COUNT: 64  
NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English  
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	199806	2034
CLAIMS B	(English)	200225	1838
CLAIMS B	(German)	200225	1613
CLAIMS B	(French)	200225	2088
SPEC A	(English)	199806	21722
SPEC B	(English)	200225	20560
Total word count - document A			23760
Total word count - document B			26099
Total word count - documents A + B			49859

...SPECIFICATION network controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top terminals 220.

The local insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the network controller 214 and insert any local programming and advertisements. Once such regional programming and advertisements have been inserted, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable television signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220 using a separate...

...SPECIFICATION extracts data from the cable television signals and inputs such data to the control CPU 244.

The control CPU 244 exchanges control information with the network controller 214, as shown at 211. This control information is exchanged between the signal processor's control CPU 244 and the network controller CPU 224. In particular, the network controller 214 and signal processor 209 pass control information through the interface linking the two CPUs in order to perform any modifications to the program control information signal. The network controller CPU 224 oversees such modifications, accessing various network control databases 226 for guidance in instructing the signal processor's control CPU 244. The instructions provided by the network controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top terminals 220.

The local insertion component 246 of the signal processor 209 allows the control CPU 244 to execute the instructions received from the network controller 214 and insert any local programming and advertisements. Once such regional programming and advertisements have been inserted, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable television signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220

using a separate...

23/3,K/8 (Item 8 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
(c) 2004 European Patent Office. All rts. reserv.

00637520

NETWORK CONTROLLER FOR CABLE TELEVISION DELIVERY SYSTEMS  
NETZWERK-STEUERUNG FUR KABELFERNSEHVERTEILSYSTEME  
UNITE DE COMMANDE DE RESEAU POUR SYSTEMES DE DIFFUSION DE PROGRAMMES DE  
TELEVISION PAR CABLE

PATENT ASSIGNEE:

DISCOVERY COMMUNICATIONS, INC., (1818010), 7700 Wisconsin Avenue,,  
Bethesda, MD 20814-3522, (US), (Proprietor designated states: all)

INVENTOR:

HENDRICKS, John, S., 8723 Persimmon Tree Road, Potomac, MD 20854, (US)

BONNER, Alfred, E., 8300 Bradley Boulevard, Bethesda, MD 20817, (US)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf. & Partner (100941), Maximilianstrasse 54, 80538  
Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 673579 A1 950927 (Basic)

EP 673579 B1 010221

WO 9414280 940623

APPLICATION (CC, No, Date): EP 94903360 931202; WO 93US11616 931202

PRIORITY (CC, No, Date): US 991074 921209

DESIGNATED STATES: AT; BE; CH; DE; DK; ES; FR; GB; GR; IE; IT; LI; NL; PT;  
SE

RELATED DIVISIONAL NUMBER(S) - PN (AN):

EP 822718 (EP 97112080)

EP 920208 (EP 99100566)

INTERNATIONAL PATENT CLASS: H04N-007/16; H04N-007/173

NOTE:

No A-document published by EPO

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS B	(English)	200108	3388
CLAIMS B	(German)	200108	2744
CLAIMS B	(French)	200108	4079
SPEC B	(English)	200108	21696

Total word count - document A 0

Total word count - document B 31907

Total word count - documents A + B 31907

...SPECIFICATION extracts data from the cable television signals and inputs such data to the control CPU 244.

The control CPU 244 exchanges control information with the **network** controller 214, as shown at 211. This control information is exchanged between the signal processor's control CPU 244 and the **network** controller CPU 224. In particular, the **network** controller 214 and signal processor 209 pass control information through the interface linking the two CPUs in order to perform any modifications to the program control information signal. The **network** controller CPU 224 oversees such modifications, accessing various **network** control databases 226 for guidance in instructing the signal processor's control CPU 244. The instructions provided by the **network** controller 214 in turn guide the signal processor 209 in combining and/or adding programming signals and advertisements for transmission to the set top **terminals** 220.

The **local** insertion component 246 of the signal processor 209 allows

the control CPU 244 to execute the instructions received from the network controller 214 and insert any local programming and advertisements. Once such regional programming and advertisements have been inserted, the local insertion component 246 passes the various signals to a multiplexer 248 that combines the various programming and advertising signals. The output of the...

...transferred to RF modulator 250 that disseminates the composite video and audio signals to the set top terminals 220. The data extracted from the cable television signals by the demultiplexer 242, which is also sent to the control CPU 244, is transmitted to the set top terminal 220 using a separate...

23/3,K/9 (Item 1 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
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00237371 \*\*Image available\*\*

**MULTIPLE MEDIA DELIVERY NETWORK METHOD AND APPARATUS  
PROCEDE ET APPAREIL POUR RESEAU DE DISTRIBUTION A SUPPORTS MULTIPLES**

Patent Applicant/Assignee:

ESCH Arthur G,  
SINGER Edward A,

Inventor(s):

ESCH Arthur G,  
SINGER Edward A,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9311635 A1 19930610

Application: WO 92US9919 19921118 (PCT/WO US9209919)

Priority Application: US 91929 19911203

Designated States: CA JP KR AT BE CH DE DK ES FR GB GR IE IT LU MC NL SE

Publication Language: English

Fulltext Word Count: 7464

Fulltext Availability:

Detailed Description

Detailed Description

... and control

data, Sample content-data signals include cross channel cable promotions, advertisements, program guides, news, and information programming.

The present invention differs from traditional television networks because the content-data preferably are distributed in a digital format versus analog. This permits the content-data signals to be transmitted at any time, stored in receiving computers at a remote site, and then displayed on one or more channels. Because each remote site is uniquely identified, the content-data signal can be customized to the geographic area in which the content-data signal is displayed. For example...

...can customize the promotion with the local channel number and time, In the same manner a standard Ford car advertisement can be customized by the computer with a local sound track and a map to the closest Ford dealer, Both the cable promotion and the Ford ad can be inserted thorough a witch into any

number of networks ,

The multiple media delivery network of the present invention transmits from the headend equipment frames of video, variable text that can be added to the video, digitized audio, streams of text information, local display schedules, control systems for laser disks and video tape, and the actual software that drives the downlink equipment of each remote site. The transmission schemes vary in speed, but each alternative requires only a small portion of a satellite transponder capacity, reducing space segment cost to under 5% of a traditional video network .

Promotions, advertisements,

?

33/3,K/1 (Item 1 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
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01540379

Methods and apparatus for reproducing prerecorded and live works stored on a server

Verfahren und Gerat zur voraufgezeichneten und direkten Wiedergabe von auf einem Server gespeicherter Arbeiten

Procede et appareil pour la reproduction des oeuvres preenregistrees et en direct stockees sur un serveur

PATENT ASSIGNEE:

Broadbus Technologies, Inc., (3854020), 180 Abbott Drive, Wheeling, Illinois 60090, (US), (Applicant designated States: all)

INVENTOR:

Binder, Jeffrey, 1500 Christina Lane, Northbrook, Illinois 60062, (US)  
Scheffler, Robert, 851 Hatte Gray Court, Glen Ellyn, Illinois 60137, (US)

LEGAL REPRESENTATIVE:

Hitching, Peter Matthew et al (74871), Haseltine Lake & Co., Imperial House, 15-19 Kingsway, London WC2B 6UD, (GB)

PATENT (CC, No, Kind, Date): EP 1283639 A1 030212 (Basic)

APPLICATION (CC, No, Date): EP 2001306833 010810;

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI; LU; MC; NL; PT; SE; TR

EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI

INTERNATIONAL PATENT CLASS: H04N-007/173

ABSTRACT WORD COUNT: 100

NOTE:

Figure number on first page: 1

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200307	1855
SPEC A	(English)	200307	7300
Total word count - document A			9155
Total word count - document B			0
Total word count - documents A + B			9155

...SPECIFICATION a commercial break is in progress, or delaying a request by a consumer 12, 14 until the commercial reproduction has been completed.

The method of advertising insertion can be accomplished in many ways. One such method is to combine the program with the advertising in the ram cache 46 or short term storage 42. Another method is to pause the broadcast of the program material at the ad insertion point, and substitute the broadcast stream for an advertising stream. Upon completion of the transmission of an advertisement or a series of advertisements, the transmission...

33/3,K/2 (Item 2 from file: 348)  
DIALOG(R) File 348:EUROPEAN PATENTS  
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00348900

Multimedia bidirectional broadcast system.

Zweirichtungsrundfunksystem fur mehrere Medien.

Systeme de radiodiffusion bidirectionnelle pour plusieurs media.

PATENT ASSIGNEE:

HITACHI, LTD., (204144), 6, Kanda Surugadai 4-chome, Chiyoda-ku, Tokyo  
100, (JP), (applicant designated states: DE;FR)

INVENTOR:

Baji, Toru, Miharashinoie C-608 2 Koyodai-4-chome, Inagi-shi, (JP)  
Nakano, Yukio, Hitachi Owada Apartment D-302, 47-1, Akatsukicho-1-chome  
Hachioji-shi, (JP)  
Tanabe, Shiro, Hitachi Koyasudai Apartment A-103, 32, Koyasumachi-2-chome  
Hachioji-shi, (JP)  
Nakagawa, Tetsuya, Hitachi Shoburyo 18-30, Midoricho-5-chome, Koganei-shi  
, (JP)  
Kojima, Hirotsugu, 15-12, Koyama-3-chome, Nerima-ku Tokyo, (JP)

LEGAL REPRESENTATIVE:

Strehl Schubel-Hopf Groening & Partner (100941), Maximilianstrasse 54,  
D-80538 Munchen, (DE)

PATENT (CC, No, Kind, Date): EP 355697 A2 900228 (Basic)  
EP 355697 A3 910703  
EP 355697 B1 950329

APPLICATION (CC, No, Date): EP 89115118 890816;

PRIORITY (CC, No, Date): JP 88204721 880819

DESIGNATED STATES: DE; FR

INTERNATIONAL PATENT CLASS: H04N-007/173;

ABSTRACT WORD COUNT: 202

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	EPABF1	2291
CLAIMS B	(English)	EPAB95	2275
CLAIMS B	(German)	EPAB95	1881
CLAIMS B	(French)	EPAB95	2674
SPEC A	(English)	EPABF1	12531
SPEC B	(English)	EPAB95	12492
Total word count - document A			14823
Total word count - document B			19322
Total word count - documents A + B			34145

...SPECIFICATION therein a commercial and a program buffer 161 for providing a wait time associated with a video signal from the video data base for the **commercial insertion**. The **commercial insertion** sequence is beforehand stored in the index of each video frame thus recorded, and hence a mixer 162 reads out video data from the commercial **buffer 160** and the program **buffer 161** according to the index so as to pass a composite or mixed signal to a television monitor 114. With this provision, a commercial and...displaying the video data from the program **buffer 161** on the television monitor, the subscriber monitors the index added to the displayed frame. When a **commercial insertion point** is indicated by an index, the read operation on the program **buffer 161** is temporarily stopped and then an appropriate commercial is read out from the commercial **buffer 160** so as to be displayed on the television monitor. However, depending on the content of the index, the commercial and the program are displayed at the same time. In this case, the index explicitly includes a **commercial insertion** coordinates on the monitor screen. The mixer 162 reads the content thereof so as to effect a proper operation to mix the images.

Description will...read operations. There is disposed a mixer 162 including an access control unit 156, which receives index information 87 including a classification code of a **commercial** to be inserted or a video data base, an identification code, the number of remaining frames up to the **insertion**, a **commercial** mixing mode, and **commercial**

insertion coordinates so as to effect a search operation for the pertinent commercial or video data and to reproduce the obtained signal, thereby establishing a standby state. When the number of remaining frames in the index 87 becomes to be "0", the playback of the content of the commercial buffer 160 is initiated again and the reproduction on the program buffer 161 is temporarily stopped. However, if the commercial insertion mode is set as "mixing, the playback of the program buffer 161 is not interrupted, namely, according to the insertion coordinate code, a mixing control unit 157 operates a video multiplexer 158 within a field so...

...SPECIFICATION therein a commercial and a program buffer 161 for providing a wait time associated with a video signal from the video data base for the commercial insertion. The commercial insertion sequence is beforehand stored in the index of each video frame thus recorded, and hence a mixer 162 reads out video data from the commercial buffer 160 and the program buffer 161 according to the index so as to pass a composite or mixed signal to a television monitor 114. With this provision, ...displaying the video data from the program buffer 161 on the television monitor, the subscriber monitors the index added to the displayed frame. When a commercial insertion point is indicated by an index, the read operation on the program buffer 161 is temporarily stopped and then an appropriate commercial is read out from the commercial buffer 160 so as to be displayed on the television monitor. However, depending on the content of the index, the commercial and the program are displayed at the same time. In this case, the index explicitly includes a commercial insertion coordinates on the monitor screen. The mixer 162 reads the content thereof so as to effect a proper operation to mix the images.

Description will...read operations. There is disposed a mixer 162 including an access control unit 156, which receives index information 87 including a classification code of a commercial to be inserted or a video data base, an identification code, the number of remaining frames up to the insertion, a commercial mixing mode, and commercial insertion coordinates so as to effect a search operation for the pertinent commercial or video data and to reproduce the obtained signal, thereby establishing a standby state. When the number of remaining frames in the index 87 becomes to be "0", the playback of the content of the commercial buffer 160 is initiated again and the reproduction on the program buffer 161 is temporarily stopped. However, if the commercial insertion mode is set as "mixing, the playback of the program buffer 161 is not interrupted, namely, according to the insertion coordinate code, a mixing control unit 157 operates a video multiplexer 158 within a field so...

...CLAIMS buffers related to said each subscriber.

3. A multimedia bidirectional broadcast system according to Claim 1 wherein for an adjustment of time associated with a commercial insertion :

each said subscriber system is provided with a mixer for effecting a change-over operation between a video signal of a program buffer and a video signal of a commercial buffer ; and

said main control unit in said broadcast station includes therein an access sequence table for controlling an access sequence for each subscriber.

4. A...

...CLAIMS 161) related to said each subscriber.

3. A multimedia bidirectional broadcast system according to Claim 1 wherein for an adjustment of time associated with a commercial



insertion :

each subscriber system (116, 120) is provided with a mixer (162) for effecting a change-over operation between a video signal of a program buffer (161) and a video signal of a commercial buffer (160); and

said main control unit (106, 118) in said broadcast station (115, 117) includes therein an access sequence table (155) for controlling an access...

33/3,K/3 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00557602 \*\*Image available\*\*

METHOD AND APPARATUS FOR DELIVERING ELECTRONIC ADVOCACY MESSAGES

PROCEDE ET APPAREIL DE TRANSMISSION DE MESSAGES PROMOTIONNELS ELECTRONIQUES

Patent Applicant/Assignee:

JUNO ONLINE SERVICES INC,

SHAW David E,

STONE Roger A,

SASSON David M,

ARDAI Charles E,

MANI V S,

SARAIYA Yatin P,

Inventor(s):

SHAW David E,

STONE Roger A,

SASSON David M,

ARDAI Charles E,

MANI V S,

SARAIYA Yatin P,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200020975 A1 20000413 (WO 0020975)

Application: WO 99US23213 19991006 (PCT/WO US9923213)

Priority Application: US 98103380 19981007; US 98206343 19981207; US

99229965 19990114

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM

TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ

BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT

SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 17290

Fulltext Availability:

Detailed Description

Detailed Description

... by the browser program. In some cases, this information may be flushed when the browser program is "off-line." However, additional content such as an advertisement is not automatically replaced in a web page and new, unseen content is not displayed as part of a web page when in such disconnected mode.

Accordingly, there is...

33/3,K/4 (Item 2 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT

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00546954

**INTERACTIVE TELEVISION CONTROL/OPERATING SYSTEM  
SYSTEME INTERACTIF DE FONCTIONNEMENT ET DE COMMANDE DE TELEVISION**

Patent Applicant/Assignee:

DANMERE LIMITED,  
AUSTIN Kenneth,

Inventor(s):

AUSTIN Kenneth,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200010327 A1 20000224 (WO 0010327)

Application: WO 98GB3140 19981021 (PCT/WO GB9803140)

Priority Application: GB 9817421 19980811

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV

MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG

US UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT

BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA

GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 17420

Fulltext Availability:

Detailed Description

Detailed Description

... a list of preferences created by the viewer.

These preferred commercials are stored in local memory in digital form and may be automatically inserted during commercial breaks replacing the normally transmitted commercials. While viewing commercials the viewer can mark a commercial as viewed, replay a commercial or indicate whether further information is required. If further information...

33/3,K/5 (Item 3 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00529152

**A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED NETWORK-DISTRIBUTED  
ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT  
TECHNIQUE DE MISE EN PLACE DE PUBLICITE REPARTIE SUR RESEAU ET DECLENCHEE  
PAR NAVIGATEUR, ET D'AFFICHAGE INTERSTITIEL DE PUBLICITE**

Patent Applicant/Assignee:

UNICAST COMMUNICATIONS CORPORATION,

Inventor(s):

LANDSMAN Rick W,  
LEE Wei-Yeh,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9960504 A1 19991125

Application: WO 99US10707 19990514 (PCT/WO US9910707)

Priority Application: US 9880165 19980515; US 99237718 19990126

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM

AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM

GA GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 22724

Fulltext Availability:  
Detailed Description

English Abstract

...a client computer and subsequently displayed by that browser on an interstitial basis, in response to a click-stream generated by the user. An HTML advertising tag is embedded into a referring web page. This tag contains two components. One component effectively downloads from a distribution web server and persistently instantiates an agent at...

...browser which downloads advertising files originating from an AD management system residing on a third-party advertising web server, for a given advertisement into browser cache and subsequently plays those media files through the browser on an interstitial basis. The other component is a reference of the advertising management system. This...

Detailed Description

... the advertising files are to be downloaded. This latter reference totally "decouples" advertising content from a web page such that a web page, rather than embedding actual advertising content within the page itself -- as conventionally occurs, merely includes an advertising tag that refers, via a URL, to a specific ad management system rather...

33/3,K/6 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00505693 \*\*Image available\*\*

**INTERACTIVE DIGITAL RADIO BROADCASTING SYSTEM**  
**SYSTEME DE RADIODIFFUSION NUMERIQUE INTERACTIF**

Patent Applicant/Assignee:

GENERAL INSTRUMENT CORPORATION,

Inventor(s):

EYER Mark K,  
WALKER G Kent,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9937045 A1 19990722

Application: WO 99US217 19990106 (PCT/WO US9900217)

Priority Application: US 987295 19980114

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES  
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU  
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA  
UG UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT  
BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA  
GN GW ML MR NE SN TD TG

Publication Language: English

Fulltext Word Count: 14330

English Abstract

...interactive features, including skip forward and skip backward. In one embodiment, data is transmitted at a faster than real time rate and accumulated in a buffer (235, 240) at a receiver. The user can play a current track or skip to subsequent or earlier tracks. In another embodiment, two or more...

...service levels are provided so that paying subscribers can bypass some

. or all of the commercial messages, while non-paying subscribers can not bypass the commercials . Replacement programming may be transmitted in a portion of the bandwidth of the free service. At a receiver (200), control data may be used with multimedia...

?

? show files

File 9:Business & Industry(R) Jul/1994-2004/Feb 12  
(c) 2004 Resp. DB Svcs.

File 15:ABI/Inform(R) 1971-2004/Feb 13  
(c) 2004 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2004/Feb 13  
(c) 2004 The Gale Group

File 20:Dialog Global Reporter 1997-2004/Feb 13  
(c) 2004 The Dialog Corp.

File 47:Gale Group Magazine DB(TM) 1959-2004/Feb 12  
(c) 2004 The Gale group

File 75:TGG Management Contents(R) 86-2004/Feb W1  
(c) 2004 The Gale Group

File 80:TGG Aerospace/Def.Mkts(R) 1986-2004/Feb 13  
(c) 2004 The Gale Group

File 88:Gale Group Business A.R.T.S. 1976-2004/Feb 13  
(c) 2004 The Gale Group

File 98:General Sci Abs/Full-Text 1984-2004/Jan  
(c) 2004 The HW Wilson Co.

File 112:UBM Industry News 1998-2004/Jan 27  
(c) 2004 United Business Media

File 141:Readers Guide 1983-2004/Jan  
(c) 2004 The HW Wilson Co

File 148:Gale Group Trade & Industry DB 1976-2004/Feb 13  
(c)2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2004/Feb 13  
(c) 2004 The Gale Group

File 264:DIALOG Defense Newsletters 1989-2004/Jan 15  
(c) 2004 The Dialog Corp.

File 484:Periodical Abs Plustext 1986-2004/Feb W3  
(c) 2004 ProQuest

File 553:Wilson Bus. Abs. FullText 1982-2004/Jan  
(c) 2004 The HW Wilson Co

File 570:Gale Group MARS(R) 1984-2004/Feb 13  
(c) 2004 The Gale Group

File 608:KR/T Bus.News. 1992-2004/Feb 13  
(c)2004 Knight Ridder/Tribune Bus News

File 620:EIU:Viewswire 2004/Feb 12  
(c) 2004 Economist Intelligence Unit

File 613:PR Newswire 1999-2004/Feb 13  
(c) 2004 PR Newswire Association Inc

File 621:Gale Group New Prod.Annou.(R) 1985-2004/Feb 13  
(c) 2004 The Gale Group

File 623:Business Week 1985-2004/Feb 12  
(c) 2004 The McGraw-Hill Companies Inc

File 624:McGraw-Hill Publications 1985-2004/Feb 12  
(c) 2004 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2004/Feb 12  
(c) 2004 San Jose Mercury News

File 635:Business Dateline(R) 1985-2004/Feb 13  
(c) 2004 ProQuest Info&Learning

File 636:Gale Group Newsletter DB(TM) 1987-2004/Feb 13  
(c) 2004 The Gale Group

File 647:CMP Computer Fulltext 1988-2004/Feb W1  
(c) 2004 CMP Media, LLC

File 674:Computer News Fulltext 1989-2004/Feb W2  
(c) 2004 IDG Communications

File 810:Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire

? ds

Set	Items	Description
S1	83042	(INSERT? OR EMBED? OR IMBED? OR IMPLANT? OR INFIX? OR (PUT OR STICK OR FILL OR FILLING) () (IN OR INTO) OR ENCLOS? OR REPL-AC?) (3N) (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANNER? ? OR P-ROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S2	13123	(OVER() (LAP OR LAPPING OR LAY OR LAYS OR LAYING OR LAID OR WRITE? OR WRITING) OR OVERLAP? OR OVERLAY? OR OVERWRT? OR IN-LAY OR COVERS) (3N) (AD OR ADS OR ADVERTI? OR COUPON? ? OR BANN-ER? ? OR PROMOTION? ? OR COMMERCIAL? ? OR COMERCIAL? ?)
S3	65387	WEBTV? ? OR PCTV? ? OR CYBERTV? ? OR INTERNETTV? ? OR (WEB OR PC OR CYBER OR INTERNET) () (TELEVISION? ? OR TV? ?)
S4	1673755	(PROFIL? OR CHAR?CTERISTIC? OR PREFER? OR HABIT? OR TRAIT? ? OR BEHAVI? OR PERSONALITY OR PATTERN? ?) (5N) (USER? ? OR SUB-SCRIB? OR INDIVIDUAL? OR PERSON? OR CUSTOMER? OR CONSUMER?)
S5	17171	(PRIOR? OR BEFORE OR EARLIER OR AHEAD OR PRECED? OR BEFORE-HAND OR ANTECEDENT OR PREVIOUS) (5W) DISPLAY?
S6	192	(S1 OR S2) (S) (LOCAL (3N) (NODE? ? OR WORKSTATION? ? OR WORK(-) STATION? ? OR TERMINAL? ? OR COMPUTER? ? OR MACHINE? ? OR PC? ? OR LAPTOP? ? OR DESKTOP? ? OR CLIENT?) OR (TEMP OR TEMPORA-RY OR LOCAL) (3N) (HARDDRIVE? ? OR HARD() (DRIVE? ? OR D...
S7	4	S6(S) (S3 OR S4 OR S5)
S8	3	RD S7 (unique items)
S9	3	S8 NOT PY>1999
S10	104	(S1 OR S2) (S) S3
S11	0	S10(S) (S4 OR S5)
S12	98	S6(S) (NETWORK? ? OR REMOTE? OR ONLINE OR SERVER? ? OR NETW-ORK? OR NET OR WEB OR WWW OR INTERNET)
S13	62	RD S12 (unique items)
S14	38	S13 NOT PY>1999
S15	4	S14(S) (TV OR TVS OR TELEVISION? ? OR TELE()VISION? ?)
S16	35	S10(S) LOCAL?
S17	13	RD S16 (unique items)
S18	7	S17 NOT PY>1999
S19	7	S18 NOT (S9 OR S15)
S20	854	AU=(GOLDMAN, P? OR GOLDMAN P?)
S21	0	AU=(KILLIANEY, M? OR KILLIANEY M?)
S22	3	AU=(ZIGMOND, D? OR ZIGMOND D?)
S23	433	CO=WEBTV
S24	4	(S20 OR S22 OR S23) AND (S1 OR S2)
S25	1	RD S24 (unique items)
S26	1	S25 NOT PY>1999

9/3,K/1 (Item 1 from file: 75)  
DIALOG(R)File 75:TGG Management Contents(R)  
(c) 2004 The Gale Group. All rts. reserv.

00128957 SUPPLIER NUMBER: 06967948 (USE FORMAT 7 FOR FULL TEXT)  
Second Annual Directory of Human Resources Services, Products and  
Suppliers, January 1989. (directory)  
Personnel, v66, n1, pD1(167)  
Jan, 1989  
DOCUMENT TYPE: directory ISSN: 0031-5702 LANGUAGE: English  
RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 120074 LINE COUNT: 14711

... motivation factors:  
accomplishment, recognition, power,  
and affiliation. Uses: employee selection,  
succession planning, career development.  
\$479.00. TEST PLUS: A comprehensive  
computer program for the Adult **Personality**  
Inventory, a multidimensional tool for  
**personnel** evaluation. Special feature compares  
**individual** results to a "model" **profile**  
created through **user** input. Unlimited  
use. \$479.00.  
Samuel E. Krug, Ph.D., President National Association of Private  
Psychiatric  
Hospitals, 1319 F Street N.W.,  
Washington, DC 20004...

9/3,K/2 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

09491058 SUPPLIER NUMBER: 19314133 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
The 1997 ICON Awards. (best marketing by computer companies) (Marketing  
Computers)  
Dennis, Kathryn; Graves, Lucas; O'Brien, Jeffrey M.; Taylor, Bill; Spooner,  
John  
ADWEEK Eastern Edition, v38, n15, pS3(15)  
April 14, 1997  
ISSN: 0199-2864 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 7659 LINE COUNT: 00643

... s the execution that makes this ad stand out. More than one judge  
called it "clever" and others identified its "unusual" and "impactful"  
design. The ad is an insert, the front page totally black except for a  
folded piece of white paper with the words "The best thinking comes in the  
smallest packages." That...

...the ad's purpose was to create a buzz about the 560 and perpetuate the  
ThinkPad brand. "Computer advertising in general is to preserve the **cache**  
of a brand," Segall says, noting that few brands "like the ThinkPad, have a  
**personality** to them."--Kathryn Dennis  
Client: IBM  
Agency: Ogilvy & Mather  
Creative head: Bill Hamilton  
Creative director: Ken Segall  
Art director: Patti Mi

Copywriter: Marc Lucas  
Components...

9/3,K/3 (Item 1 from file: 608)  
DIALOG(R)File 608:KR/T Bus.News.  
(c)2004 Knight Ridder/Tribune Bus News. All rts. reserv.

00264219 Story Number: 6658 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**THE MIAMI HERALD ADVERTISING COLUMN**  
The Miami Herald  
March 13, 1995 21:33 E.T.  
DOCUMENT TYPE: Newspaper RECORD TYPE: Fulltext LANGUAGE: English  
WORD COUNT: 399

...TEXT: Moscow office already handles a number of international clients that are importing products into Russia including Proctor & Gamble and British American Tobacco.

To date, the local office has one client . The National Confectioners Association, based in Washington, has hired the firm to do Russian consumer market research on candy preferences . specialize in the Hispanic market, have been invited to participate in the review for Ford's \$15 million Hispanic advertising account, The account covers Florida, Texas and California. The incumbent agency is Mendoza Dillan, Newport Beach, Calif.

END!A7?MI-ADVERTISING-COL

?



15/3,K/1 (Item 1 from file: 88)  
DIALOG(R)File 88:Gale Group Business A.R.T.S.  
(c) 2004 The Gale Group. All rts. reserv.

04110819 SUPPLIER NUMBER: 18849443  
Automating the future: software suppliers tackle multichannel, server  
sales. (multichannel automation systems for television  
broadcasting) (Special Report: Software)  
Dickson, Glen  
Broadcasting & Cable, v126, n47, p68(2)  
Nov 11, 1996  
ISSN: 1068-6827 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 962 LINE COUNT: 00080

ABSTRACT: Multichannel automation systems for television broadcasting  
and cable systems have become the focus of automation software suppliers.  
Multichannel systems use video servers to manage playback and commercial  
insertion, as well as more exotic functions such as special effects,  
program acquisition, and cache management for several channels at once.  
Leading software providers for multichannel automation systems include  
Louth, Sony, Alamar, Pro-Bel, and Florical Systems.

15/3,K/2 (Item 1 from file: 264)  
DIALOG(R)File 264:DIALOG Defense Newsletters  
(c) 2004 The Dialog Corp. All rts. reserv.

00016093  
VIDEO SERVERS ACCLAIMED FOR BUILDING REVENUE Systems grow opportunities  
for advertising, on-demand uses  
COMMUTER/REGIONAL AIRLINE NEWS  
May 27, 1996 VOL: 4 ISSUE: 11 DOCUMENT TYPE: NEWSLETTER  
PUBLISHER: PHILLIPS BUSINESS INFORMATION  
LANGUAGE: ENGLISH WORD COUNT: 536 RECORD TYPE: FULLTEXT

(c) PHILLIPS PUBLISHING INTERNATIONAL All Rts. Reserv.

TEXT:

NEW YORK-Advances in video- server technology are offering  
significant opportunities to achieve greater revenue via such  
applications as zoned advertising insertion, near video-on-demand,  
pay-per-view and hotel video-on-demand.

Indeed, as digital television continues to mature, cable,  
broadcast and telephone companies delivering interactive services will  
increasingly rely on the technology to efficiently manage the flow of  
video.

Future applications as digital networks are completed will  
include multi-channel programming and Internet broadcasting.

Network equipment, which encompasses video servers, transmission  
equipment and ATM (asynchronous transfer mode) switching equipment,  
represents the largest slice of a burgeoning market for interactive  
television equipment and software, according to market researcher  
Frost & Sullivan, Mountain View, Calif.

Frost & Sullivan projects the market will reach \$25 billion by  
2001, with 52 percent of sales derived from the network equipment  
segment. The researcher estimates that the subscriber equipment  
segment (settop boxes, cable modems, interactive converters and  
interactive compact disc players) will command 42 percent of the  
market, with 6 percent going to non-embedded software. Additionally,

researcher 21st Century Research, Norwood, N.J., also has noted that video servers are creating opportunities for applications such as merchandising kiosks, distance training, training on demand and promotional presentations.

The video server eliminates the time-honored duty of popping in tapes, whether in the basement of a hotel to respond to lodgers' requests for movies, or for inserting geographic advertising, according to Ed McGrath, vice president engineering and chief technology officer, Sea Change International, Maynard, Mass.

Unlike tape decks, computer-driven video servers allow random access, fast turnaround and video quality, McGrath told a session on the latest trends in server technology at last week's Convergence Digital Television & Internet Conference.

McGrath said operators employing video servers should regard it as the "engine not the solution." The solution comes from the software, he said.

Indeed, Frost & Sullivan noted, "Software is the key to creating interactive applications and providing the operating environment for video servers."

The ability of the network to place small servers, or nodes, at the curbside to cache information is one of the key trends with server technology, said Thanos Mentzelopoulos, president and chief technology officer for Smithhills MultiMedia Systems Inc., Plano, Texas.

For instance, if demographic information shows that within a...

...opportunity for flexibility in advertising, Walsh said.

"What we have to do is find different ways to use interactivity in advertising channels," Walsh said.

With ad insertion, companies can provide targeted geographic micro marketing to clusters of viewers based on their specific marketing interests, Walsh said.

#### Digital Applications For Video Servers

##### Cable

- \* MultiChannel/Zoned Ad Insertion
- \* Near Video-On-Demand/PPV
- \* Hotel Video-On-Demand

##### Broadcast

- \* Commercial Playback Cache
  - \* Pre/Post Production
  - \* Time Delay/Banking
  - \* Zoned Advertising
- Source: SeaChange International

...

15/3,K/3 (Item 1 from file: 608)  
DIALOG(R)File 608:KR/T Bus.News.  
(c)2004 Knight Ridder/Tribune Bus News. All rts. reserv.

06649979 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Rhode Island Offers Most to Manufacturers, Survey Finds  
William J. Donovan  
Providence Journal-Bulletin, R.I

April 06, 1999

DOCUMENT TYPE: NEWSPAPER      RECORD TYPE: FULLTEXT      LANGUAGE: ENGLISH  
WORD COUNT:      1228

...TEXT: developing a state's economy was simply the old real-estate adage "location, location, location," then Rhode Island would be in need of a new address .

According to a Florida consulting business, Rhode Island offers the best combination of factors that chief executives value most when deciding upon states in which...

...labor availability and poor tax structure," says Semradek. "That's just the opposite of what they're looking for."

That Rhode Island should rank at the top of any list related to manufacturing is a bit surprising. Every year since 1984 the state has suffered a loss in manufacturing employment, dropping from...

...Rhode Island is a very attractive place."

According to Site Selection magazine, an industry publication based in Norcross, Ga., Rhode Island ranked 36th among the states in the number of new or expanded manufacturing facilities from 1996 through 1998, taking population into account.

Schriner of Deloitte & Touche says that despite improvements at T. F. Green Airport and tax changes to make the state more attractive to business, there is a lingering perception that Rhode Island needs to improve its...defaulted on \$29 million in state bonds. Yesterday was the deadline for investors to bid on the Smithfield building.

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Visit projo.com, the World Wide Web site of the Providence Journal-Bulletin, at [http:// www .projo.com/](http://www.projo.com/)

(c) 1999, Providence Journal-Bulletin, R.I. Distributed by Knight Ridder/Tribune Business News.

15/3,K/4      (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

0682866 96-40091

SeaChange helps advertisers target their market on cable TV

McCloy, Andrew P

Boston Business Journal (Boston, MA, US), V16 N4 p1

PUBL DATE: 960308

WORD COUNT: 851

DATELINE: Concord, MA, US, New England

TEXT:

A new wave of cable TV advertising is proving to be a growth-booster for a 3-year-old technology company in Concord.

Privately held SeaChange Technology Inc. has already captured more than 60 percent of the nation's local cable TV market with its digital advertising insertion machines that allow cable operators to snag a larger share of local advertising money.

The company's product, called the Video Server 100, lets cable TV operators digitally insert advertisements targeted to specific communities and even neighborhoods with "spot ads."

For instance, a viewer in Newton watching CNN Headline News will see a different commercial...

...5 million in 1994, its first year of sales. Revenue could hit \$50 million this year.

SeaChange just recently signed a major deal with cable TV giant Tele-Communications Inc. and hopes to go public this year.

The company also outgrown its 6,700-square-foot headquarters in Concord and plans...

...to employ about 100 by the end of this year, up from 75 currently and only 25 in 1994.

"We're allowing advertisers on cable TV to target people where they live," said William Styslinger, president and CEO of SeaChange.

"If you compare cable to broadcast, cable does not get its fair share of revenue because it is awkward to do local ad insertion."

Unlike videotaped advertising spots, which must be delivered by hand to cable substations, digitized ads can be beamed out via computer directly to local cable operators.

SeaChange systems carry a price tag of anywhere from \$200,000 to \$3 million.

But the cost is usually recovered within 12 to...

...faster turnaround for time-sensitive advertisers like supermarkets or furniture stores holding one-day-only sales," he said.

"The feeling out there is that digital ad insertion will take the cable TV advertising sales into the next century."

More than 12 million viewers across the country now watch local advertisements delivered by SeaChange products.

As in catching...

...do with timing.

The company was founded by Styslinger, Edward McGrath, vice president of engineering and chief technology officer, and Bruce Mann, vice president of network storage engineering.

All are former Digital Equipment Corp. executive.

They realized that cable operators like Continental and Time Warner would abandon the old analog, or...

...Styslinger said.

Indeed, SeaChange's technology opens up a wealth of opportunities for local cable operators.

In 1994, about \$23 billion was spent nationally on television advertising, but local cable television operators received only \$3.5 billion, according to industry figures.

Local cable operators hope to get a \$10 billion piece of the pie by the

year 2000.

Typically, national cable channels allot local cable operators up to four minutes per hour for local and regional advertising.

With SeaChange's digital ad insertion systems, cable TV providers can now offer local advertisers greater scheduling flexibility and the chance to run spots at the last minute.

For example, special retail sales, lottery...

...Intel Pentium-based architecture, the SeaChange system digitizes video, compresses it and stores it on computer. The video then can be transmitted in seconds via server.

By comparison, traditional broadcasters, like the local affiliates of ABC, CBS and NBC, now run local advertisements, but they do so for the Boston area...

...for example.

Just last month, SeaChange signed its largest deal to date--a \$6 million contract with TCI, one of the nation's largest cable TV providers.

TCI will use SeaChange's product to insert advertising in more than 40 markets, including metropolitan areas in Chicago, Pittsburgh, Baton Rouge, La., and Lexington, Ky.

Analysts are particularly bullish on the technology with recent Congressional passage of telecommunication reform legislation that allows Baby Bells and others to enter the cable TV market.

In fact, Styslinger says SeaChange will likely hold an IPO later this year in anticipation of future growth.

SeaChange also is pursuing markets overseas.

It recently sold products to TeleWest, the largest cable TV provider in the United Kingdom, covering 10 cities.

Last fall, the company also released its SeaChange Movie System, which enables viewers to order movies from their home via their TVs.

Known as video-on-demand, this technology will likely create the next wave of growth for SeaChange, Styslinger said.

In addition to its headquarters, SeaChange...

?

18/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 Resp. DB Svcs. All rts. reserv.

2282672 Supplier Number: 02282672 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
SeaChange, Microsoft to link spots to Web  
(SeaChange International launching system to allow advertisers to connect  
their cable TV ads to web sites)  
Multichannel News, v 18, n 42, p 16  
October 19, 1998  
DOCUMENT TYPE: Journal ISSN: 0276-8593 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 555

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
By JIM FORKAN

Cable advertisers will soon be able to link their local commercials to the Internet, now that SeaChange International Inc.'s digital ad - insertion system will be joined with "Interactive Television Links," a technology developed by Microsoft Corp.'s WebTV Networks unit.

This hyperlinking technology will enable connections to the Web without requiring new technology or significant new costs for cable operators, SeaChange said in...

18/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 Resp. DB Svcs. All rts. reserv.

1573643 Supplier Number: 01573643 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Microsoft links sites as networks buy  
(Microsoft is preparing to relaunch its Microsoft Network on World Wide Web; company is pitching ad agencies in different areas: news, services and entertainment)  
Advertising Age, v 67, n 33, p 16  
August 12, 1996  
DOCUMENT TYPE: Journal ISSN: 0001-8899 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 455

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:  
...to work with InterCast, technology developed by Intel Corp. that provides live TV feeds to Web sites.

#### INTERACTIVE FORD ADS

Mr. Namer said he believes PC - TV will be ubiquitous in about three to four years, and that at that time "we'll be overlaying interactive material on commercials as well. If you see a Ford spot you'll click on an icon that will give you more information about your local Ford dealer."

He added that "interactive-enhanced" MSNBC is going to be much of what that network is about when PC-TVs become widely distributed.

...  
18/3,K/3 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06307192 Supplier Number: 54521066 (USE FORMAT 7 FOR FULLTEXT)  
Internet will be the only network.  
Rathbun, Elizabeth A.  
Broadcasting & Cable, v129, n18, p43(1)  
April 26, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 465

... own a PC. Viewers' average age is 43, about what it is for broadcast TV and about a decade older than the average Internet user.  
WebTV will start looking even more like broadcast TV as its January deal with EchoStar allows for the insertion of local ads. But EchoStar's set-top box also will allow customers to skip ads as they replay broadcasts. The ads are stored for viewing later. Actual...

18/3,K/4 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06232098 Supplier Number: 54264986 (USE FORMAT 7 FOR FULLTEXT)  
NOTEBOOK.  
Television Digest, v39, n13, pNA  
March 29, 1999  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 1709

(USE FORMAT 7 FOR FULLTEXT)  
TEXT:  
...to court once again seeking reduction in \$96 million per year they pay ASCAP for music rights. TV Music License Committee, on behalf of 931 local TV stations, filed in U.S. Dist. Court, N.Y.C., starting rate-setting process under consent decree between ASCAP and Dept. of Justice. Current...

...In filing, stations argued that reduced ASCAP fees were justified because of changes in TV programming that had resulted in use of less music in local and syndicated programs. Suit also said "audience reductions over the last decade... justify a reduction in fees." Committee also asked court to reduce per-program...interesting to individual viewers, already are being developed by every major consumer electronics vendor, report said, as well as Replay TV, TiVo and Microsoft's WebTV. PVRs will make it easier to skip commercials, cutting ad viewing in half, report said, and potentially usher in era of ubiquitous pay TV to replace lost ad revenue. It predicted that 14 million U.S. households would own PVRs by 2004, growing to 80% within 10 years. Public broadcasters need digital conversion...

...million so that stations can meet FCC passthrough requirements by 2003, adding that award closer to PTV request of total \$770 million would allow more local services. Other \$355 million would be provided through PTFP, which is funded by Commerce Subcommittee. Porter said at close of hearing

that Subcommittee wants "to...

18/3,K/5 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

05888209 Supplier Number: 53079960 (USE FORMAT 7 FOR FULLTEXT)  
**SeaChange Enables Interactive Local Television Ads with Microsoft WebTV.**  
PR Newswire, p0563  
Oct 13, 1998  
Language: English Record Type: Fulltext  
Document Type: Newswire; Trade  
Word Count: 522

Ads Linked to World Wide Web  
MAYNARD, Mass., Oct. 13 /PRNewswire/ -- SeaChange International, Inc.'s (Nasdaq: SEAC) digital video systems will enable local cable television commercials to include Interactive Television Links, a technology developed by Microsoft WebTV Networks, Inc. that links TV ads to the World Wide Web. Interactive Television Links will be created through SeaChange's Spot digital ad insertion systems, which currently are used by cable operators to deliver approximately one million commercials on over 15,000 television channels worldwide every day.  
The SeaChange...

18/3,K/6 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

02879153  
**Largest Exhibit to Date; CableNET '98 Focuses on Service Delivery Via Interoperable Modems, Digital Set Tops and Internet Phones**  
BUSINESS WIRE  
September 21, 1998  
JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 1395

... Philips will demonstrate its Streamcutter product, which is being developed to conform to the expected SMPTE specification for splicing MPEG-2 bit streams in digital ad and local program insertion applications. Pioneer Electronic Corporation expects to display its Voyager digital set-top box and an interactive program guide. It also plans to demonstrate an IEEE...

18/3,K/7 (Item 1 from file: 635)  
DIALOG(R)File 635:Business Dateline(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

1013640 99-76767  
**SeaChange changes horses in mid-(digital) stream**  
Degnan, Christa  
MASS HIGH TECH (Watertown, MA, US), V16 N44 p10  
PUBL DATE: 981102  
WORD COUNT: 555  
DATELINE: Maynard, MA, US, New England

TEXT:



...its website along with its TV advertisements; WebTV can join the two.

These TV advertisements would include the WebTV tag through SeaChange's Spot digital ad insertion system. The SeaChange Spot System digitally encodes video, stores it in remote or local libraries, and inserts the commercials automatically and selectively into television network transmission streams.

Because it is digital, cable channels can easily split up the spots based on demographics, geography or...

26/3,K/1 (Item 1 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

06307192 Supplier Number: 54521066 (USE FORMAT 7 FOR FULLTEXT)  
Internet will be the only network.  
Rathbun, Elizabeth A.  
Broadcasting & Cable, v129, n18, p43(1)  
April 26, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 465

... decade older than the average Internet user.  
WebTV will start looking even more like broadcast TV as its January  
deal with EchoStar allows for the insertion of local ads . But  
EchoStar's set-top box also will allow customers to skip ads as they replay  
broadcasts. The ads are stored for viewing later. Actual...  
COMPANY NAMES: British Interactive Broadcasting Ltd.; Oracle Corp.; WebTV  
?